The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

LOCAL TALENT like this model draws large crowd to style show of Coles Band Box Cleaners, Imlay City, Michigan. See page 40

Revamped cleaning room halves work force..Page 42

Fur cleaning profits carry free storage.....Page 46

Shirt service adds to drycleaning volume....Page 66

University Microfilms
313 North First Street
Ann Arbor, Michigan

A N

24

MAY, 1953

Lower filter pressures are "in the bag" with HYFLO

HYFLO* ENABLES YOU to keep filter pressures lower longer, yet you obtain *crystal-clear solvents* and *fast flow rates.*

The result is faster production, longer filtration cycles, less time spent in cleaning filter screens. You also save on solvent recovery costs, because Hyflo does such a thorough job of filtering that solvent requires distilling less often, needs replacement less frequently.

In every respect, Hyflo's unique characteristics make it the *high speed* filter powder for your dry cleaning solvents. It is extremely light in weight, highly porous, and particle fineness is just right for trapping all dirt (lint, dust and other solids). Thus solvent is filtered crystal clear and is passed freely through the filter cake that builds up on the screen.

To find out more about Hyflo and how to use it to best advantage, ask your dealer for a copy of the new Sixth Edition of the 52-page Dry Cleaners' Handbook. It's yours without cost or obligation.
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*Reg. U.S. Pat. Off.

JOHNS-MANVILLE JM PRODUCTS

Johns-Manville HYFLO

the filter powder for charged system cleaning

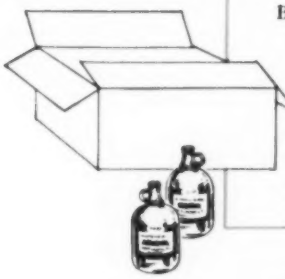
Neutralize

offensive odors and remove stains with effective

NEUTRA-LENE

- **For laundry, dry cleaning and rug cleaning!**
- **Absolutely harmless to colors and fabrics!**
- **Because it's concentrated you save!**

NEUTRA-LENE deodorizes and eliminates the causes of odors in garments. Also used successfully as a *penetrating wetting agent.* Apply this deodorant-neutralizer in the final rinse in laundry work or dry cleaning. Ideal for use on the spotting board. Neutralize odors with Neutra-Lene!



Buy Buckeye Neutra-Lene by the case and save!

BUCKEYE NEUTRA-LENE

1 gal. jug $3.00
1 gal., case of 4 . $2.85

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NATIONAL CLEANER & DYER, May, 1953. Published monthly by the Trade Paper Div. of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna. U. S. A. Executive and Editorial Offices: 304 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, $4.00; Foreign, $6 per year. Volume 44, No. 5. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

NEW INVENTION MAKE

Nev-R-Spot Liner Permits Saf

Dacron To Be Used In Half This Summer's Suits Say Biggest Makers

Cleaners Face Finishing Problem; Nev-R-Spot Liner Is Only Answer

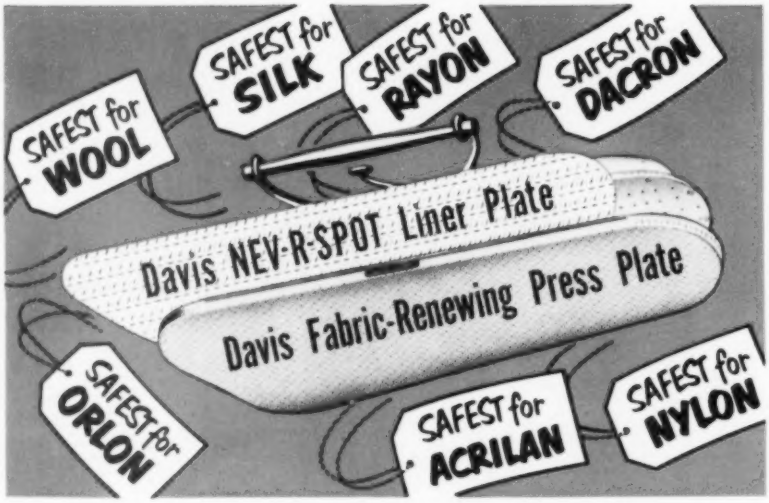
Dacron, the "miracle" textile, will cut a wide swath in the men's suit industry this summer, according to published reports. One-half of Kuppenheimer's 1953 summer suits will be made with all-Dacron fabrics, with the remainder consisting in part of Dacron-wool blends.

Other big suit manufacturers in the country, including Hart, Schaffner & Marx, also will produce all-Dacron suits, in addition to garments made from blends of Dacron and Orlon with wool.

Pressure from consumers and retailers is said to have caused this radical switch to the synthetics. Last year, with only Witty Brothers of New York producing 100% Dacron suits, the fabric was a novelty, and other manufacturers avoided it because of the new tailoring and manufacturing techniques required. But this year, the story has it, "they have had to go to the new fabrics or start losing their important customers."

This marked trend will cause an influx of the synthetic fabrics into drycleaning plants, where pressing equipment must be made to conform to the peculiarities of the materials. In particular, the high heat and velocity of steam from pressheads must be reduced and controlled. This can be done only by inserting a Davis Nev-R-Spot Liner between the presshead and grid plate of every press.

"Dacron" is DuPont's trademark for polyester fibers
"Orlon" is DuPont's trademark for acrylic fibers



Steam Temperature Automatically Controlled for Proper Conditioning and Finishing

New Method Distributes Steam from Presshead for Equalized Heat and Moisture Essential to Pressing of Modern Fabrics

Instead of suffering the serious consequences that might have resulted from the introduction of man-made fibers such as Dacron and Orlon, it actually is possible now for drycleaners to provide finer-than-ever finishing, thanks to the Nev-R-Spot Liner.

Until the Nev-R-Spot Liner was made available, it was impossible to control the action and effect of steam from drycleaning presses. Even with a steam pressure as low as 55 pounds, steam always issued from the presshead ports in high-velocity jets with a temperature of 300 degrees or more. This is at least 25 degrees above the temperature advocated by the DuPont Company, producers of Dacron and Orlon, for pressing those fabrics.

Scientific tests have proved that this problem is met by the Nev-R-Spot Liner. By breaking the jets and effectively diffusing the steam, Nev-R-Spot automatically reduces the steam's heat to a uniform temperature of less than 250 degrees for averting the glazed spots and areas that otherwise would spoil the new fabrics.

Nev-R-Spot also provides ideal conditioning of the steam to assure higher-quality finishing of every garment. By spreading the steam, the Liner distributes the heat and moisture so that every fiber of every fabric receives full benefit of those essential elements. "Nickel marks" are eliminated entirely, and the hazard of shine is greatly reduced.

There's a Davis Plate and Nev-R-Spot Liner for Every Make and Model of Drycleaner's Press

HOFFMAN PRESSES	PRESS PLATE	NEV-R-SPOT LINERS
XC05, VC05, MC05, VC056, VC06	$14.85	$10.95
XC07, VC07, KBO, MAO	14.85	10.95
XCF5, VCF5, XCF56, VCF56	14.85	10.95
5A, 6A, 7A, 8A	14.85	10.95
XC09, XC090, VC09, VC090	19.25	13.95
XC04, VC04, XCF4, VCF4	19.25	13.95
XE4, VE4, XE90, VE90, XE10, XE100	19.25	13.95
XW1, VW1, XW12, XW78, XB10, VB10	11.00	8.95

PANTEX PRESSES		
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M-52, M43-F, 5-43-O, SM44-F	19.25	13.95
19-DO, M-24-O, 15-DO	11.00	8.95

PROSPERITY PRESSES	PRESS PLATE	NEV-R-SPOT LINERS
443-EA, 343A, 237A, 241A	$14.85	$10.95
242, 243, 442EA, 250EA, 230A, LD50	19.25	13.95
318EA, 218A, 419, 720	11.00	8.95

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NM1, NM2, NT10, RM1, RM2, RT10	11.00	8.95

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ELCCO PRESSES		
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FORSE—LOYAL—FLETCHER	PRESS PLATE	NEV-R-SPOT LINERS
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51"	19.25	13.95

GOLDMAN (SINGER)		
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SV52-O	19.25	13.95

AJAX PRESSES		
18"	11.00	8.95
42", 45"	14.85	10.95

Also all other makes and models. When in doubt send paper pattern of press head (after removing cover).

S PRESSING HISTORY

est Finishing of New Fabrics

Now, for First Time, All Fabrics on the Market—of Natural or Man-Made Fibers, and Blends of Both—Can Be Given Proper Finishing on Existing Presses

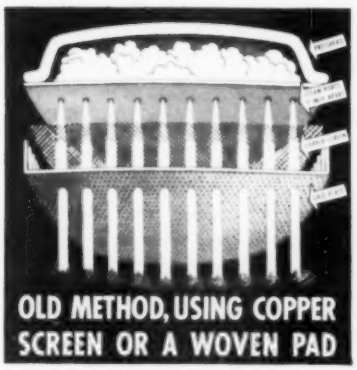
Here, at last, is what drycleaners have longed for: maximum distribution of steam, heat and moisture... proper control of steam temperature for superior finishing of heat-sensitive fabrics... positive elimination of "nickel marks"... less hazard of shine and moire.

In the miraculous new Nev-R-Spot Liner, significant advances in modern pressing have been obtained. Harsh, superheated jets of dry steam shooting from the presshead are converted into a gentle blanket of conditioned steam that reaches every fiber of the fabric being pressed, for finer finishing than has ever before been possible.

With a Nev-R-Spot Liner between the presshead and a Davis Fabric-Renewing Press Plate, even beginners can handle the more difficult fabrics confidently. Dacron, Orlon, and similar new synthetics... gabardines... and all the many other "problem" fabrics can now be finished more safely and beautifully on present presses.

Experts on pressing agree unanimously that Nev-R-Spot belongs on every drycleaning press. Made in sizes to fit every make and model of press, hundreds of plants already have 100% equipped their machines, and brought their finishing to an unprecedented new high in quality and safety. "It costs far less," enthusiastic users say, "to put a Nev-R-Spot Liner on each press than to pay just one claim for a single garment damaged in pressing."

Priced at $8.95 for mushroom sizes, $10.95 for 38" to 46" utility sizes, and $13.95 for larger presses (such as leggers), Nev-R-Spot Liners are available through leading distributors of drycleaning equipment and supplies.



UNSAFE for Dacron and Orlon!

High-pressure steam shoots in superheated jets from ports in the presshead... drives on through copper screen or a woven pad, and continues in a straight line through the grid plate, then hits the garment with full force. Steam has no chance to spread, moisture has no opportunity to condense and soften the fabric. Steam's temperature of 300° or more is generally considered too hot for such new fabrics as Dacron and Orlon – it deforms the surface fibers and causes permanent glazing.

SAFE! Steam's Heat, Moisture & Pressure are Evened

Jets of steam from the presshead ports hit the Nev-R-Spot Liner and are forced sideways through thousands of tiny canopied openings to spread like a soft blanket inside the grid plate before issuing evenly, gently, through all the grid plate's perforations, at consistent pressure and at least 25° below the temperature allowed by the producers of Dacron and Orlon. When timing and mechanical pressure conform to good practice, present synthetic fabrics may be pressed easily, beautifully.

100,000 Garments Pressed Without Damage or Do-Overs Since Installing Nev-R-Spots

Leading Chicago Cleaner Sets Record with New Liner in Four-Month Period

W. E. Fricke, general manager of North Side Cleaners & Dyers, states that since Nev-R-Spot Liners and Davis Press Plates were installed on all 28 of their presses, over 100,000 garments have been finished with unequaled pressing and production.

Because North Side's patronage comes from well-to-do families, quality of finishing is paramount. Yet because the plant is one of the city's largest, production also is vital to their successful operation.

The first presses on which the new Liners were used at North Side were in the pants pressing department, where shine and seam impressions are especially difficult to avoid.

"As soon as our superintendent saw what Nev-R-Spot could do," says Mr. Fricke, "we knew it was essential for each of our presses. We were able to see immediate improvement in the quality of our work—particularly on gabardines, which have been a serious problem for the cleaning industry ever since they were put on the market—and found that our steam temperature was made safe for finishing Dacron and Orlon."

NEV-R-SPOT IS AN EXCLUSIVE PRODUCT OF

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CHICAGO

FACTS AND OPINIONS CONTAINED HEREIN ARE BASED ON TANGIBLE CONDITIONS, LABORATORY EXPERIMENTS AND INFORMATION OBTAINED FROM RELIABLE SOURCES. HOWEVER, BECAUSE OF VARIABLES IN FABRICS, PRESSING APPARATUS AND PRESSING TECHNIQUES, DAVIS SPECIALTIES, INC. CANNOT BE RESPONSIBLE FOR INJURY OR DAMAGE TO FABRICS.

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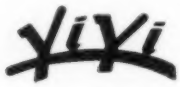
One of our foreign subscribers sent us a damaged garment to look at recently. It was in pretty sad shape. What lightened our day was the label on the box in which it was mailed. It probably is the name of a dress shop but appeared quite appropriate to the nature of the package we had received.



The label is reproduced above.

* * *

An Ohio reporter has been having fun at drycleaners' expense. Charles B. (Jack) Truxall, executive secretary of the state association, complained to the legislature that "block-long" Cadillacs were licensed at $10 per year, while drycleaners' delivery trucks cost $61 per license.

Suggested the reporter, "As Marie Antoinette might have said, 'Let 'em use Caddies.'"

* * *

We heard a neat term used recently to describe production standards set up on a trial basis for a new production operation in the plant. Just so the workers (or the management) won't get the idea that these first trial standards are meant to be permanent, they are referred to as "bogies." The final standard arrived at for the job may or may not be the same as the bogey.

Anyway, it was new to us.

* * *

Among the more profitable sidelines we've heard of for drycleaners is running the school bus, as is done by one small-town plantowner. The kids bring the family cleaning with them, too, when they get on in the morning. The light stuff they take home when it's finished. The bulkier stuff waits at the plant until the older folks can pick it up on Saturday.

* * *

The Travelers Insurance Company statistics on accidents give food for thought. Three out of four accidents are in clear weather on dry roads. Nine out of ten vehicles were in good condition. Eight out of ten were traveling straight ahead. Ninety-eight percent of the drivers had a year or more driving experience. Exceeding speed limit, followed by wrong side of the road and not having right of way, are by far the main actions that set up the accident conditions.—W. R. P.

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NEW CONVERSION SYSTEM for above-ground plants

Small petroleum plants may now enjoy the benefits from the two-bath method

by Paul Warren

THIS ARTICLE is of unusual importance to owners of small dry cleaning plants.

The near-elimination of wet-cleaning made possible by the two-bath method with 886 is now within the reach of all.

Operators of petroleum solvent plants employing small, above-ground equipment with separate extractors may now convert to the two-bath method at low cost.

After the industry had felt the full impact of the six-page article released by STREET'S in the March 1952 issue of *National Cleaner & Dyer*, the more alert manufacturers of small, synthetic solvent equipment started planning changes in the piping of new equipment so as to make their combination washer-extractors adaptable to the two-bath method.

A few of these same synthetic manufacturers, and independent engineers as well, soon made available conversion units which, when attached to old combination washer-extractors already installed, provided for the use of the two-bath method without the otherwise objectionable dilution of the super soap solution of 886, or the unnecessary contamination of rinse solvent through interchange with the activated solvent.

The effects of these changes have given an entirely new concept to the art of dry cleaning. Plantowners who have purchased either new synthetic equipment piped for the two-bath method, or two-bath conversion units for old equipment, are now enjoying results which even exceed their highest expectations. The promise is fulfilled. The near-elimination of wet-cleaning is an actuality.

Operators of small combination washer-extractors designed for petroleum solvent also express equal enthusiasm about results from the two-bath method. They employ a multiple unit plan wherein one or two units are reserved for the 3 to 6% solution of 886, and a separate unit reserved for rinsing fabrics cleaned in the other units.

Developments since the March 1952 article have made all small plantowners happy with the exception of those using petroleum solvent in above-ground equipment with separate washers and extractors. Although this type of equipment is quite adaptable to the one-bath method using a SSS of ½ to ¾% 886 in the so-called charged system, no one provided this type of small plant with a conversion system designed to use 3 to 6% 886 in the two-bath method in such a way as to avoid interchange of the super soap solution and the rinse solvent.

In recognition of the need for attention to this important segment of the dry cleaning industry, STREET'S engineers have designed a surprisingly simple conversion system employing their new Extractor Rinse (*Patent Pending*) used in connection with an additional sump tank, pump, valves and piping.

STREET'S has released its suggested design to all manufacturers of small, above-ground petroleum equipment, some of whom have already registered enthusiastic response with the promise of supplying the necessary conversion equipment at a low cost, considering the savings effected by the two-bath method.

Descriptive bulletin
FREE
on request

Now all may practice the two-bath method. Operators of small, above-ground petroleum plants may now enjoy the near-elimination of wet-cleaning. Write for free copy of Bulletin No. 5363 which illustrates and describes STREET'S conversion system providing for the use of 3 to 6% of 886 in the two-bath method with Extractor Rinse (*Patent Pending*). Address R. R. STREET & CO. INC., 561 W. Monroe St., Chicago 6, Illinois.

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EXTRA OVER-ALL ECONOMY! Many things contribute to lower hauling costs with Chevrolet. But, few are as welcome news to buyers as the fact that Chevrolet trucks list for less than any other truck of comparable size and capacity. See your Chevrolet dealer. Chevrolet Division of General Motors, Detroit 2, Michigan.

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Notice: New Low Prices For Small Towns and Big City Neighborhoods

Don't Let Soil Destroy Garments

By Gene Russell

When you're an expert, you become so well-informed you wonder why in the world everybody else doesn't know what you know. Know what I mean? It's easy as apple pie for you to bake the best apple pie ever baked every time you bake one. And all Cole Porter has to do is sit down at the piano and tinkle-tinkle! another hit sells another million copies. . . .

Well, what I'm talking about is something every man, woman and child (INcluding their relatives) should be familiar with, VIZ., Soil Destroys Garments.

It isn't smart or economical to let a garment get dirty and then hang it up, wear the cleaner one, and wait till they're all soiled before you take a few of them to the cleaners. No sir, you're just letting ol' man chemistry eat 'em up when you do that.

Same way with stains. You spill something on a garment and then you rub it in, hang it up in the closet, let it cake up and get set, and then wonder why the color fades, the fabrics wear, or the moths like your closet.

Yep! Best advice I can possibly give you is: CLEAN 'EM OFTEN, CLEAN 'EM SOON. And take 'em to a good cleaner when you do. For instance —

BRING THEM TO

MESA CLEANERS

5346 CRENSHAW BLVD. AX. 1-2213

We Own and Operate Our Own Plant

NEXT WEEK: "What's A Good Price For Cleaning?"

WEEKLY EDITORIAL COLUMNS

like this boost business 22% to 25% for cleaners in 40 states. Here's why:

Run editorial ad columns like this once a week on women's pages of your local paper. The chatty, "recipe" approach to garment and fabric care and buying gets high readership from high-income women. RESULT: per-family spending with you goes up; claims and spotting and handling costs on "ornery" jobs come down! And "better" new customers switch to your account.

★

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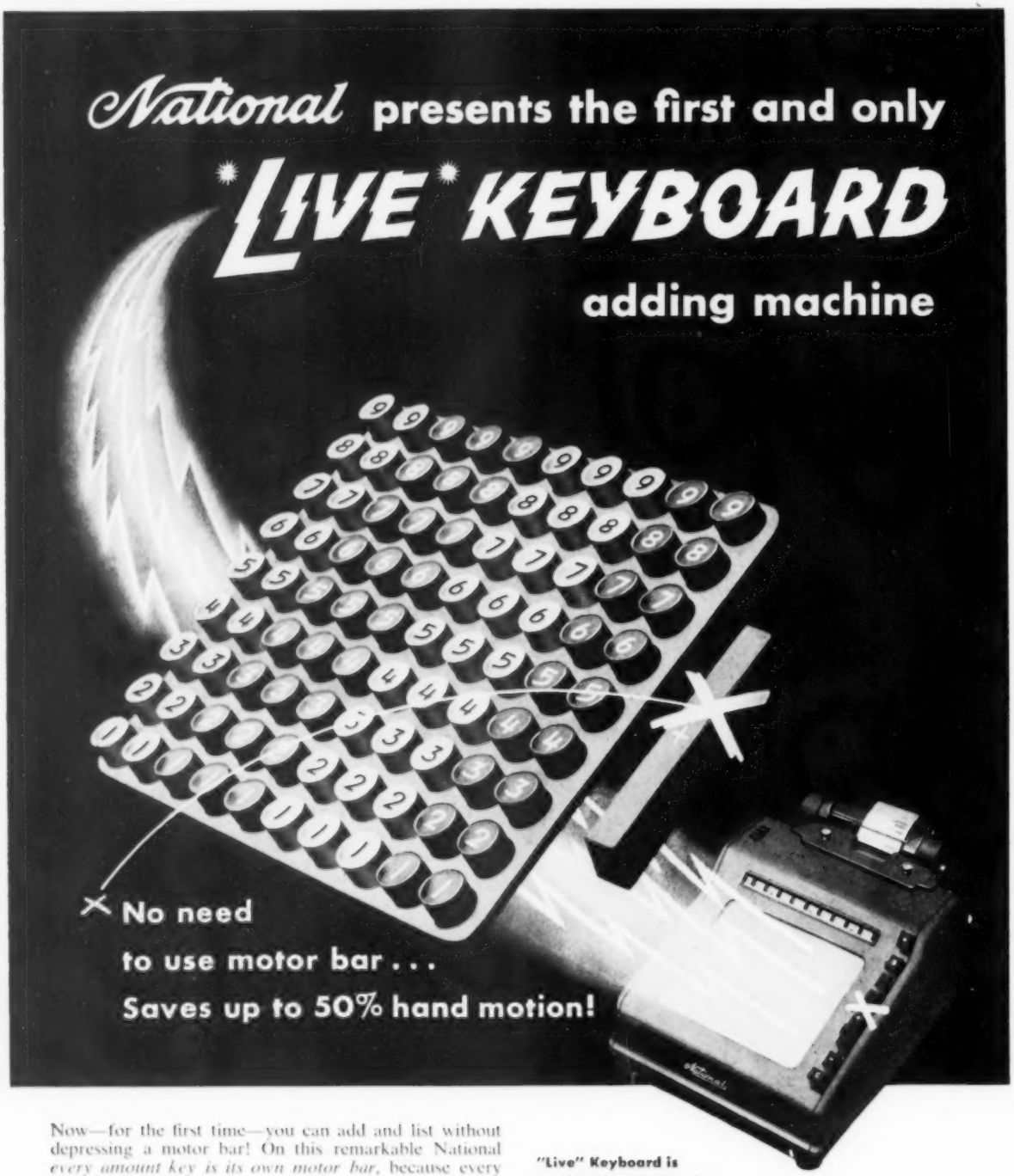

Now—for the first time—you can add and list without depressing a motor bar! On this remarkable National *every amount key is its own motor bar,* because every key is *electrified!*

Simply press the keys you want to add—the machine does it instantly! Your hand need never leave the "Live" Keyboard when adding amounts. *You save up to 50% hand motion.*

National's "feather-touch" action makes it easier than ever to press two or more keys at once—more time-saving! All ciphers print automatically—still more time saved! Operators love it—they do their work with so much less time and effort.

Printed words cannot explain all the advantages of this "Live" Keyboard. See a demonstration today!

"Live" Keyboard is combined with 8 other time-saving features found only on National:

Automatic Clear Signal • Subtractions in red • Automatic Credit Balance • Automatic space-up of tape when total prints • Large Answer Dials • Easy-touch Key Action • Full-Visible Keyboard • Rugged-Duty Construction.

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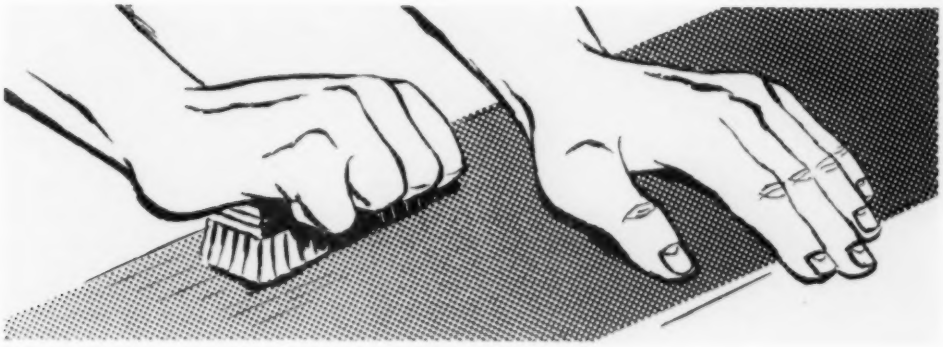

put all garments

into the RSR bath

prior to wet cleaning

At a cost of less than 3c per gallon, the digesting solution of extra-strength *R S R* is continually and consistently proving its value in virtually every well-run shop in the country.

The fast, enzymatic action of the *R S R* Bath insures complete loosening of spots and stains in one treatment.

Digestion in the *R S R* Bath prior to wet cleaning is particularly desirable where the strong soap solution is used. By following this practice, you can be sure that hard-set and tenacious food and protein stains that may remain in the garments to be wet cleaned will have been loosened and can be easily washed away in the wet cleaning operation. Thus you avoid a dangerous amount of hard, hand scrubbing.

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LETTERS to the EDITOR

Electrical Conductivity vs. Relative Humidity

To the Editor:

In your article pertaining to relative humidity which appeared on page 58 of the April issue you made statements which are contradictory to the information released in another article on page 38 and contradictory to still another article which appeared on page 66.

You state that measuring the relative humidity of the atmosphere above the soap solution discloses the amount of water in the system, *regardless of the amount of detergent present*. This information is diametrically opposite to that supplied in a large graph at the head of page 38 in the same issue. The graph, submitted by a well-known research staff, clearly shows that solvent activated with 4 percent of a given detergent contains approximately five times as much water at 75 percent relative humidity as a ¾ percent solution with the same detergent at exactly the same relative humidity.

Both solutions had 75 percent relative humidity and yet one contained only 4/100 of 1 percent of water as compared with 2/10 of 1 percent in the other. Yet you say that the relative humidity tells the water content "regardless of the percentage of the detergent."

The second error in your April article is found in your first paragraph in which you state that our conductivity control unit (which you illustrate on page 60) provides one of two means for measuring relative humidity. Our conductivity control unit is not intended to measure relative humidity. I know of no instrument other than a hygrometer which will measure relative humidity.

Those of your readers whom I have interviewed interpreted your article to mean that the use of the hygrometer in measuring the relative humidity of the atmosphere surrounding the soap solution served the same purpose as our method for measuring the electrical conductivity of the soap solution itself. Had you read the treatise pertaining to conductivity which appeared on pages 66 and 67 of the same issue, you could have avoided this mistake. The treatise which appeared on pages 56 and 57 of the March issue would have further clarified the subject for you.

Here is another illustration that may help you dissociate relative humidity of air around soap solutions from conductivity of soap solutions. You will recall that at one time your journal carried advertising pertaining to a method for introducing water to drycleaning solvent through the means of high-pressure steam. Water dispersed in this finely divided state provided the desired relative humidity but not the necessary conductivity. Failing to impart conductivity, it failed to clean as well as expected. You no longer carry advertisements on this method. The reason is obvious.

I feel that you should inform your readers that: (1) Determining the relative humidity of air which has passed through a soap solution does not necessarily determine the water content of the soap solution, as proven by the graph on page 38 of your April issue; and (2) that determining the water content of solvent in a given system does not determine the cleaning efficiency of the solvent, as proven by the case of steam injectors cited in the previous paragraph, and by the articles pertaining to electrical conductivity in the March and April issues of your journal.

PAUL V. WARREN, *President*
Chicago, Illinois — *R. R. Street & Co. Inc.*

Protest Postage Increase

To the Editor:

Your stake in the proposed increase of postal rates is double.

Not only are you faced with rising costs of distributing your publication, you are also faced with the hampering problem of rising costs that is bound to reflect in the entire industry which your publication serves.

It is our contention that the Post Office can better balance its budget by effecting efficiencies, economies and modernization of methods than it can with higher rates.

Higher rates will reduce volume, and thus income—defeating its own purpose. Higher rates will price the Post Office out of its market—forcing our industries to do likewise.

We think that the more attention paid to this subject, the better the chances for more effective solution. It is therefore suggested that you give all editorial coverage possible to the topic.

You should ask your readers to protest to the Interstate Commerce Commission; to their Senators and Congressmen; and to any representative from their state who is on the Appropriations Committee, the Postal Affairs Committee, or the ICC.

The protest for the service trades is being led by Allan J. Copeland, vice president of Paul Grant, Incorporated, Advertising Agency, who is executive secretary of the Garment Dyers Guild of America.

Walter Loebl, director and former president of the Guild, is acting as spokesman at most of the hearings in Washington. Loebl did a masterful job in 1949 on the same topic. He will represent the Guild, laundries, cleaners and allied trades.

ALLAN J. COPELAND
Executive Secretary
Chicago, Ill. — *Garment Dyers Guild of America*

The crux of the matter, as we see it, is who is going to pay for "standby facilities"—that is, the post offices in small communities that can't pay their own way. Considerable pressure will be exerted on members of the House of Representatives to avoid reduction in the number of post offices. It then remains a question of whether the taxpayer is to pay for these standby facilities or whether the users of the mail are to split up the burden among themselves. In self-defense we expect the taxpayer to be saddled with the expense.

As you point out, the post office is likely to be priced out of the market. *Cosmopolitan* Magazine has already suspended subscription sales and is confining its distribution to the newsstand and drugstore. A number of publishers are already investigating with distributive agencies (who already distribute samples and handbills door-to-door) the feasibility of private distribution of magazines.

We agree that pressure must be exerted for greater efficiency and economy in postal operations. Such pressure will be necessary to counteract the political pressure of voters in the smaller communities.—EDITOR

Eaton's

OIL GREASE PAINT REMOVER

- Formulation of this product was based on a survey made to determine the types of paint used domestically
- The survey showed that one particular type predominates in the paints sold for domestic use
- Almost all paints encountered in dry cleaning plants are of this type
- Eaton's OGP is specially designed to remove this type of paint

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- *Automatically* maintaining uniform conductivity in charged solvents

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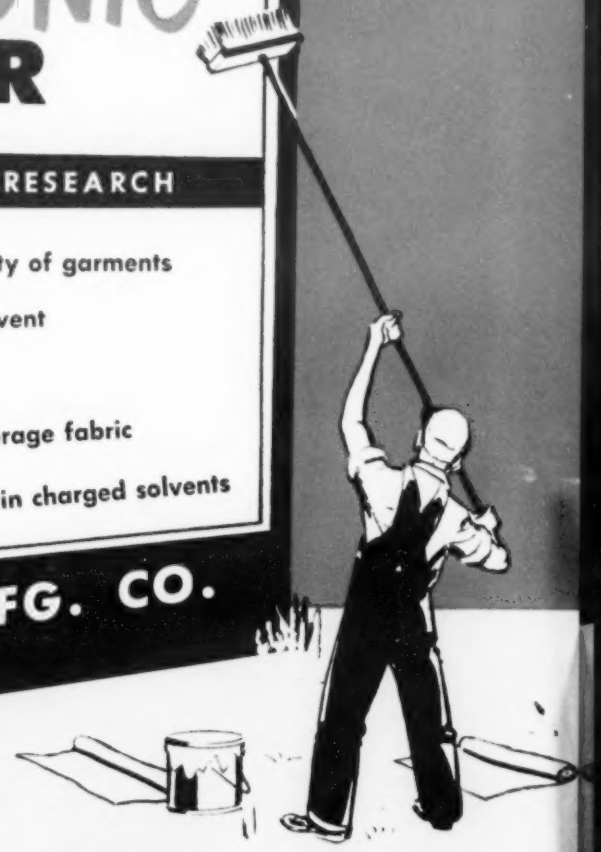

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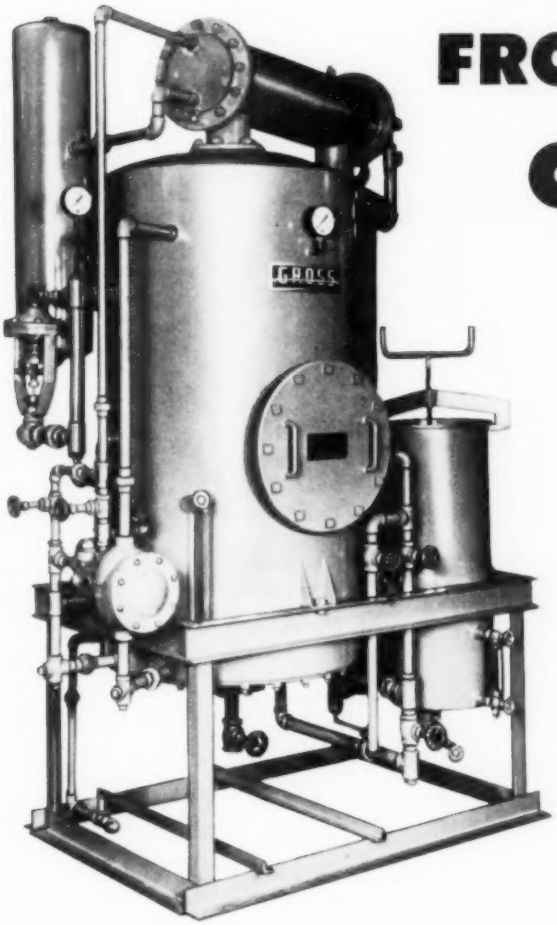

Colors are brighter . . . clothes are cleaner . . . and smell sweeter . . . when your solvent has been distilled by the GROSS Vacuum STILL that delivers dry, odorless solvent actually better than new.

Customers appreciate this fresh, like-new appearance that comes from crystal-clear, water-white solvent. It's a year 'round extra value that's extra important for cleaning spring and summer light colors.

The GROSS Vacuum STILL efficiently removes *all* fatty acids, *all* impurities suspended and miscible with the solvent, *all* heavy oils and ALL ODORS. It delivers crystal-clear, clean, dry, odorless solvent in an uninterrupted cycle.

Users of the "charge system" must be able to reclaim solvent quickly, must have a ready supply of bright, clean solvent, dry and clear. But, any cleaning plant operator realizes the importance of frequent distilling as well as the economy of reduced storage and inventory of solvent.

LOW STEAM PRESSURE

The GROSS Vacuum STILL operates under low steam pressure, preventing the carrying-over of impurities, providing an added factor of safety as well as simpler, less expensive installation and operation. Yet, the proven efficiency gives a high, useable capacity. It is available in a wide range of sizes, 50 GPH to 1200 GPH, suitable for all types of plants.

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ANSWERS

TO QUESTIONS ON DRY CLEANING ...THAT MAY SOLVE A PROBLEM FOR YOU

The questions on this page are typical of those asked by cleaners in their letters to the Du Pont Dry Cleaning Service. The answers are printed here for your information as a possible service to you in your operations.

For assistance on your specific problems, write directly to: Du Pont Dry Cleaning Service, Electrochemicals Dept., E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

Q. I distill twice a week and drain the hot residue after each distillation. Steam gauge is at recommended pressure, steam coils are clean, condenser is at correct temperature. Yet it takes me 4 hours to obtain 25 gals. of perchlorethylene. What's my trouble?

A. Check your steam trap. It should release the condensate produced during distillation. Trap failure will permit condensate to back up in the coils, giving you hot water rather than steam. This brings the coil temperature below the point necessary for distillation of the bath.

Q. Although there has been no change in the volume of my business, my solvent consumption has nearly doubled within the past 60 days. I have been careful to keep my lint bags and recovery condenser clean. Yet the work comes out dry. What are your suggestions?

A. Here are points to check:

1. During the drying cycle, stand 2 or 3 feet from the machine and feel the exhaust stack. If stack is hot, vapors are escaping past the exhaust damper. Look for lint, a bad gasket, poor seating of damper, or a loose control rod from handle to damper.

2. Make sure the drip pan under the condenser and the solvent line to the water separator and storage tank are free of lint. Also see that the drip pan tilts *toward* the outlet end. Any solvent left in the drip pan will be vaporized and lost during the deodorizing cycle.

3. Keep the water separator clean.

4. Be sure the fan housing and air channel are free of lint.

Q. Can you tell me why the bags in my bag-type filter keep bursting?

A. Here are some of the possible reasons:

1. The fabric of the bags may have weakened with age.

2. Spacers between the bags may be improperly aligned, permitting bags to fill unevenly.

3. Distributor outlets may be plugged, thereby preventing even distribution of solvent and powder.

4. Bags may be overfilled; make sure they are filling evenly.

5. You may be using the wrong kind or wrong amount of dry powder.

6. Excessive moisture may be swelling the fibers and causing abnormal pressure. This can result in deterioration of the fabric.

Q. How can I tell if my recovery condenser is covered with lint—without taking the unit apart and removing the condenser?

A. Discharge water from the condenser should be lukewarm. Cold water and a warm water separator indicate poor cooling efficiency, probably caused by a coating of lint on the condenser. (On the other hand, cold water and a cold water separator indicate too much water feed to condenser.)

Q. I enjoyed your 40-minute talk on "Operation of Synthetic Cleaning Machines." Much of the information was of great practical interest to me. Will the talk be repeated this year?

A. The talk is given frequently to groups in the dry cleaning industry. Anyone interested in hearing this talk again, or for the first time, is invited to write to us. We will advise him of the time, date and place of the next talk in his neighborhood.

FOR MORE INFORMATION that can help you maintain or improve the efficiency of your dry cleaning operations, be sure to get on the mailing list for Du Pont's "MODERN DRY CLEANER." If you are not currently receiving this valuable publication, write to: E. I. du Pont de Nemours & Co. (Inc.), Electrochemicals Department, 3118 Du Pont Building, Wilmington 98, Delaware.

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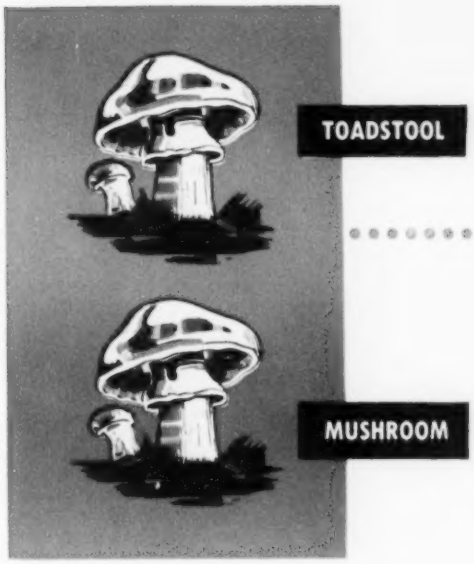

but they're really not

One's a poison, the other is a nourishing food! Toadstools will give you trouble, and so will imitations of Arrow Sponge Pads. People have learned the hard way, you can't substitute toadstools for mushrooms. . . . No more than you can substitute imitation for the original patented Arrow Sponge Pad. Be sure, be protected, be satisfied — look for the Arrow trademark . . . look for Arrow green.

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FOR ALL DRY CLEANING AND GARMENT PRESSING MACHINES

LOOK FOR THE GREEN! THE NEW ARROW SPONGE PAD

PAYS FOR ITSELF MANY TIMES OVER

Now you can replace old fashioned padding with lightning speed with genuine Arrow Sponge Pads. Eliminates garment shine and button and zipper breakage. Assures 100% efficiency in steam and vacuum operation. Erase production head-aches and convert costly "hard-to-press" summer garments into big dividends.

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Enlarged Detail Shows Free Flow Feature For Instant Steam and Vacuum

- Arrow Sponge Pads overlap buck on all sides. Assures full vacuum draw. Prevents steam from escaping at edges.
- Arrow Sponge Pads save labor and money in repadding.
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SIGNS of the TIMES

California Price Law Voided: The price-fixing provisions of the California law regulating the drycleaning industry have been declared unconstitutional by a 4-3 decision of the State Supreme Court. The decision does not affect the licensing and other provisions of the law.

The majority ruling was based on the principle that price fixing is an "intolerable interference with personal liberty and private property." Justice John W. Shenk stated the effect of the law was "to create and foster monopoly; to prevent, not to encourage, competition; to maintain maximum, and not minimum prices, all of which is against the interests of a consuming public." The majority also declared that the law was "an unreasonable exercise of the police power." The majority opinion referred to a decision of the U. S. Supreme Court that one person may not be empowered to regulate the business of another, especially a competitor.

The price-fixing provisions had not been enforced since the middle of 1951, when they were declared unconstitutional by judges of two lower courts. Originally the law was passed in an attempt to end the disastrous "price wars" which were then prevalent. The State Board of Dry Cleaners was empowered to set minimum prices in any area where they were requested by 75 percent of the licensed cleaners.

The dissenting opinion referred to the purpose of the law in protecting drycleaners against price wars. The dissenting judges stated, however, that their opinion was not based on the wisdom of the provisions, but on the basis that the court was invading the province of the legislature in attempting to determine what was in the public interest.

# #

Democrats Are Dyeing: According to a report from the Garment Dyers Guild of America, the Democrats are apparently determined to salvage *something* from the 1952 campaign. More than 2,600 square feet of rugs from Democratic National Headquarters in Washington have been sent to Loebl Dye Works, Inc., at Roanoke, Va., for redyeing, preparatory to use in a new location. Plant employees found thousands of paper clips and hundreds of Adlai Stevenson campaign buttons embedded in the rugs.

This is the largest single shipment ever received by the dyeing company. Walter Loebl, head of the firm, is a past president and director of the Garment Dyers Guild.

# #

Attacks on Flammable Fabrics: The New York State Legislation has passed a bill forbidding the manufacture of flammable fabrics. Legislation governing the sale of such garments is under study in the neighboring state of New Jersey, where the State Labor and Industry Department has been asked to draft appropriate rules and regulations.

Another possible source of fire hazards, sponge rubber "falsies," is the subject of a warning to drycleaners issued by the Ohio State Association of Dyers and Cleaners. A bulletin of the association cites a fire caused in Texarkana, Texas, by ignition of such "falsies" in a tumbler, apparently caused by the breaking down of reclaimed sponge rubber upon contact with the cleaning solvent. Fire departments in Ohio have been advised to determine if sponge rubber padding was present in garments being cleaned in any cases where the origin of a fire is not easily determined.

# #

Public Service by Drycleaners: The 1952 Distinguished Service Award of the Sparta (Wisconsin) Junior Chamber of Commerce was presented to Allen Roberts, owner of Master Dry Cleaners. The award is given annually to the young man who has done the most outstanding work for the community. Mr. Roberts is secretary of the Sparta Chamber of Commerce and vice president of the Wisconsin State Junior Chamber of Commerce, and has also been active in other local organizations.

The committee planning the Harvey County (Kansas) 1954 Home Demonstration Units Clothing Program was addressed by Harold Miller of Miller Quality Dry Cleaners, Whitewater. Mr. Miller discussed problems encountered in cleaning new man-made fibers.

Lustre Cleaners, Clear Lake, Iowa, has been cleaning local band uniforms and choir robes without charge.

In connection with the three-day grand opening of Mary's Navy Drive-In Center in North Chicago, Ill., Mrs. Mary Stack, the wife of owner John Stack, pledged she would raise $1,000 for the March of Dimes or make up the difference. Because of a slipup in arrangements, contributions from the public amounted to only $70, to which Mr. Stack added the full $1,000.

The new mayor of Norlina, N. C., is Graham Grissom, operator of a drycleaning plant.

Dale Stucker, owner of Westchester Cleaners in Manhattan Beach, Cal., has been elected president of the local Rotary club.

Clothing collected for the Church World Service Center, St. Louis, Mo., in Aberdeen, S. D., and Forbes and Fullerton, N. D., was cleaned by Tiffany Laundry and Dry Cleaning Co. of Aberdeen.

# #

Changes in California Board: Governor Warren of California has named Roy E. Ford of Sacramento to the State Board of Dry Cleaners, succeeding John T. French of that city. He has also reappointed Rudolph Henry of Los Angeles.

# #

On the Zoning Front: The city council of Milwaukee, Wisconsin, voted against an ordinance, first introduced in 1951, which would have permitted cleaning plants to operate in areas zoned for local business. They are now permitted only in light manufacturing and industrial use zones.

According to the newspaper report, the only per-

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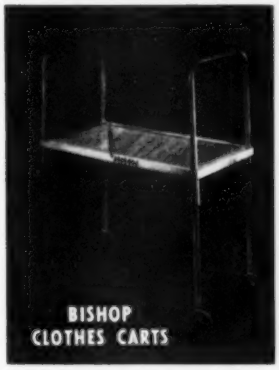

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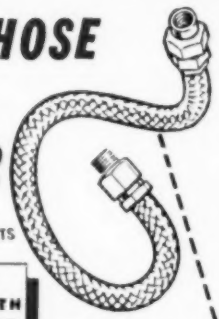

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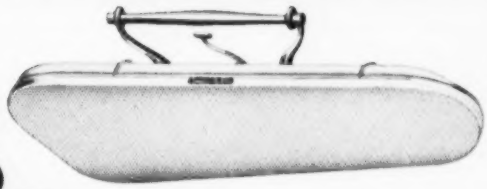

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DRYCOMATIC Thumb-Operated Iron with cord, steam hose, solenoid valve, Cord-A-Way arm, pilot light and separator

MODEL 6330 3-lb. iron
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THE ONLY GUN WITH ADJUSTABLE SPRAY

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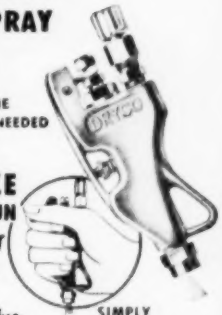

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MODEL F GUN
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sons appearing to argue for the ordinance were the lawyers of several small drycleaning plants. Testifying against it were a public health engineer, who stated exhaust fumes would create a nuisance, a representative of the building inspection department and the deputy fire chief. The latter two officials pointed out that the ordinance provided no strict penalties for violation of a provision that would require use of nonflammable solvents in such areas.

In Toronto, Canada, a proposed amendment to the zoning by-law would provide for operation of drycleaning plants within previously forbidden areas, subject to some fairly startling regulations. As reported by the Dry Cleaners Institute (Ontario), they are: The premises must be on the ground floor; the drycleaning machine must be less than 300 cubic feet in size; nonflammable solvents must be used; there must be no odor, noise, fumes or vibration; there must be no more than five persons employed on the premises. And—no delivery or pickup from the premises!

The proposed amendment was to be discussed at a meeting of the Toronto Division of the Institute.

# #

BBB Establishes Foundation: The Association of Better Business Bureaus has established a research and education foundation in the field of business ethics and business-consumer relations. Chairman of the board of trustees is John N. Garver of Buffalo, New York, immediate past chairman of the ABBB's board of governors.

Mr. Garver stated that the foundation has been established to provide practical research facilities for the study of business-consumer relations problems, with special reference to business ethics, and to help educational institutions to develop practical teaching materials to help gain proper understanding of privileges and responsibilities under our American form of government and enterprise system.

Forty years' experience of the Better Business Bureau, Mr. Garver said, indicates that the great majority of business-consumer problems can be avoided or materially reduced by helping the public get better understanding of the basic economic factors which govern their daily dealings with business.

# #

Cleaners Back Ohio Truck Law: The Ohio State Association of Cleaners & Dyers has passed a resolution approving a proposed change in the state motor registration law which would levy a weight-distance tax on trucks and increase gasoline taxes by one cent. Under the proposed change, license fees on the lightweight trucks used by the drycleaning industry would be decreased.

# #

Maintenance Folder: A convenient check list is included in a new folder, "Improving Maintenance Operations in Small Plants," which is No. 25 in the series of Management Aids for Small Business published by the Small Defense Plants Administration. A copy may be obtained without charge from field offices of the SDPA or the U. S. Department of Commerce, or by writing to the former at Washington 25, D. C.

Less than $1000.00 will start you in FUR and GARMENT STORAGE

There is nothing elaborate about this set-up but it can make a lot of money for you. In a space only 20' x 20' x 7½' you can safely store enough fur and woolen garments to bring in over $3,000. per season in storage alone. There is revenue from the dry cleaning of many woolen garments that would not come to you if you could not store them. If you do not care to set up a Fur Cleaning Department, this work may be done for you on a basis profitable to you. Haertel furnishes specialized storage vault equipment for any size area.

Send today for free booklet—"Changing Space Into Profit."

POLARIZED CARE FOR FURS AND GARMENTS

SUPPLIES

POLAR BEAR for drumming. Odorless, granular, absorbent.

POLARIS for Glazing. Water solvent. Gives natural sheen to furs.

FUR-CLENE LIQUID is especially efficient with Polar Bear. Nonflammable.

CARDING BRUSHES — COAT HANGERS — TAGS — STORAGE RECEIPTS.

HAERTEL AIRMASTER

Gives protection from mold and mildew in small storage area. Use with a Haertel Fumigating unit for complete fur and garment protection.

WALTER HAERTEL COMPANY 2840 FOURTH AVE. S., MINNEAPOLIS, MINN.

☐ Advise me on essential equipment for contemplated vault _____ ft. long, _____ ft. wide, _____ ft. high.

☐ Send booklet "Changing Space into Profit."

☐ Send new Haertel Catalog.

Firm Name _____

Street _____ City _____ Zone _____ State _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

When writing to advertisers please mention The NATIONAL CLEANER & DYER

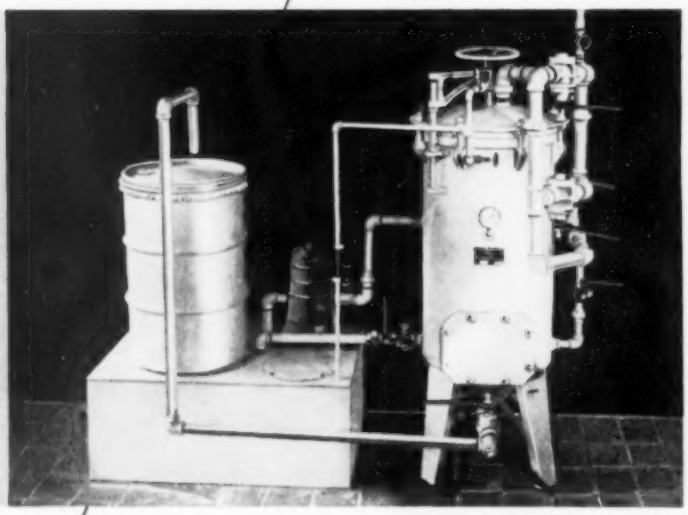
NEW! SEC-OLSON Filter

3 Ways Better

SAVES MONEY

INCREASES PRODUCTION

BETTER FILTRATION



Now, with the new SEC-Olson Filter you can save time, money, effort—and do a much better cleaning job in far less time! The SEC-Olson is completely automatic! No more messy bags to change—no loss of time in shut downs—and absolutely no effort! Its 2-lever action cleans filters up to 60 times faster.

The new SEC-Olson is a tubular type of filter with a 3,000 gallon capacity, made expressly for use in conjunction with all synthetic solvents. Simple to install. Find out how you can increase volume and profits with the new SEC-Olson.

Write for price and specification sheet today!

Sec-cleanized
NOT SURFACE BUT deep DRY CLEANING

SEC CLEANING SYSTEMS

A General Precision Equipment Corporation Subsidiary

Sec-o-matic Corporation, 55 LaFrance Avenue, Bloomfield, N. J.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Adjusta-Form
STEAM-AIR FINISHER
RARELY ADVERTISED HERE

PLANTS THAT BUY 'EM...

Keep 'em!

Many plant owners, hearing about the Adjusta-Form from other dry cleaners, ask "How about picking up a good used one?" Sorry, seems there are no used Adjusta-Forms on the market. Adjusta-Form is too good to trade off.

FAST PRODUCTION

It's only natural you can't find an Adjusta-Form on the Used Equipment Market. No smart plant operator is going to part with the fastest finishing machine on the market. Remember—the Adjusta-Form handles a mixed run of suit coats, long coats, short jackets, skirts and dresses . . . without changing the form. When the garment is locked on the form all controls are readily accessible outside of the garment.

TOPS IN QUALITY FINISHING

Adjusta-Form owners know even the most inexperienced operator cannot shine a garment or bring about seam or pocket impressions. The nap is raised instead of being pressed down. The garment approaches the appearance of NEWNESS, for the original drape and shape has been restored.

A DEMONSTRATION IS CONVINCING

Ask the Adjusta-Form jobber to give you a demonstration, without any obligation on your part. Compare it with other air forms and you will never be satisfied with anything less than the Adjusta-Form.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

450-E NORTH SENECA • WICHITA, KANSAS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

BUSINESS BUILDERS

Big-Name Customers Sell Cleaning

"Friendship" with the stars—of stage, screen, radio and television—is not doing any harm to the business of William Snitzer, who operates Nu-Way Cleaners in Buffalo, N. Y.

In the drycleaning business since 1912, Mr. Snitzer has acquired a following among show people passing through Buffalo. And he has put this fact to use, realizing that the public is considerably impressed with "big names."

Mr. Snitzer says he does the drycleaning for all theaters in Buffalo, including the cleaning of employee uniforms and the garments of the show people. By keeping close tabs on traveling shows or bands coming to his city, he is able to give all of the stage folks quick service.

In his store window, Mr. Snitzer displays a list of the names of show people for whom he has done drycleaning. He believes the celebrity names have been effective in attracting other customers.

NID Booklets Bring Customers

In the store of Saunders Superior Cleaners at Eugene, Oregon, there is a "Facts About Fabrics" bulletin board on which owner Merle Saunders has posted NID fabric folders. A holder at the bottom of the board contains a generous supply of the booklets. Above the holder the board says:

> **Interesting, informative reading. These little booklets are *free*—help yourself!**

"We find," Mr. Saunders says, "that few people turn to the board and help themselves to the folders without first having them called to their attention and explained. But once we get a customer to take a folder, particularly one regarding a problem she has with some fabric, or which answers one of her questions, we find we have created a new interest. They come back for more folders and bring in their friends to get them.

"We have gained a good many new customers through these 'Facts About Fabrics' folders and I am sure we have also gained considerable in prestige by displaying them in our store."

Sewing-Class Contacts Pay

INNERLINING FOR HOME SEWING is checked by owner Lee Bollschweiler

When Lee Bollschweiler opened his new Beacon Cleaners in Salt Lake City, Utah, he got in touch with four sewing classes which were being held near his plant. At each class or school he left a poster showing samples of before-and-after shrinkage on innerlinings. The poster suggested that the ladies bring in to the Beacon plant samples of material they intended to use and have them tested free.

These posters and the before-and-after samples brought a lot of inquiries at Beacon Cleaners which resulted in a substantial amount of new business. Mr. Bollschweiler was so pleased with the poster promotion that he gave talks to the sewing classes on preventing and testing for shrinkage.

Mr. Bollschweiler now has before-and-after posters at some 20 sewing centers and classrooms in greater Salt Lake City. He reports it is one of the best advertising stunts he has ever tried.

"Besides the new business," he said, "in our own territory we have driven home the importance of buying cleanable materials. That's keeping us from handling a lot of unnecessary headache jobs."

Stā★Nu

FINISHING PROCESS
PATENTS PENDING

...easy way to boost drycleaning profits...fast!

Unretouched photograph

Nationally advertised in LIFE

Used and recommended by leading clothing manufacturers

Exclusive-Franchise Plan gives Stā★Nu users a clear field against competition

Here's what Stā★Nu does:

1. Restores vital oils lost through wear and drycleaning . . . makes fabrics look and feel new again —lively, soft, cashmere-smooth.

2. Revives dull colors—restores sheen, reduces shine.

3. Makes clothes hold their press, drape properly. Wrinkles hang right out even after packing or crumpling.

4. Easily injected into steam line—speeds up every pressing operation.

All this, and now CHLOROPHYLL too!

PATENTS PENDING! Sta★Nu—already an outstanding success in the drycleaning industry—now has miracle-working *Chlorophyll*. It's another Sta★Nu improvement to make your franchise even *more profitable!*

CAN YOU USE STA★NU? The Sta★Nu franchise is granted to *only one drycleaner* in an area. Franchises are still available in many cities. *Write today* for full details.

STA★NU CORPORATION

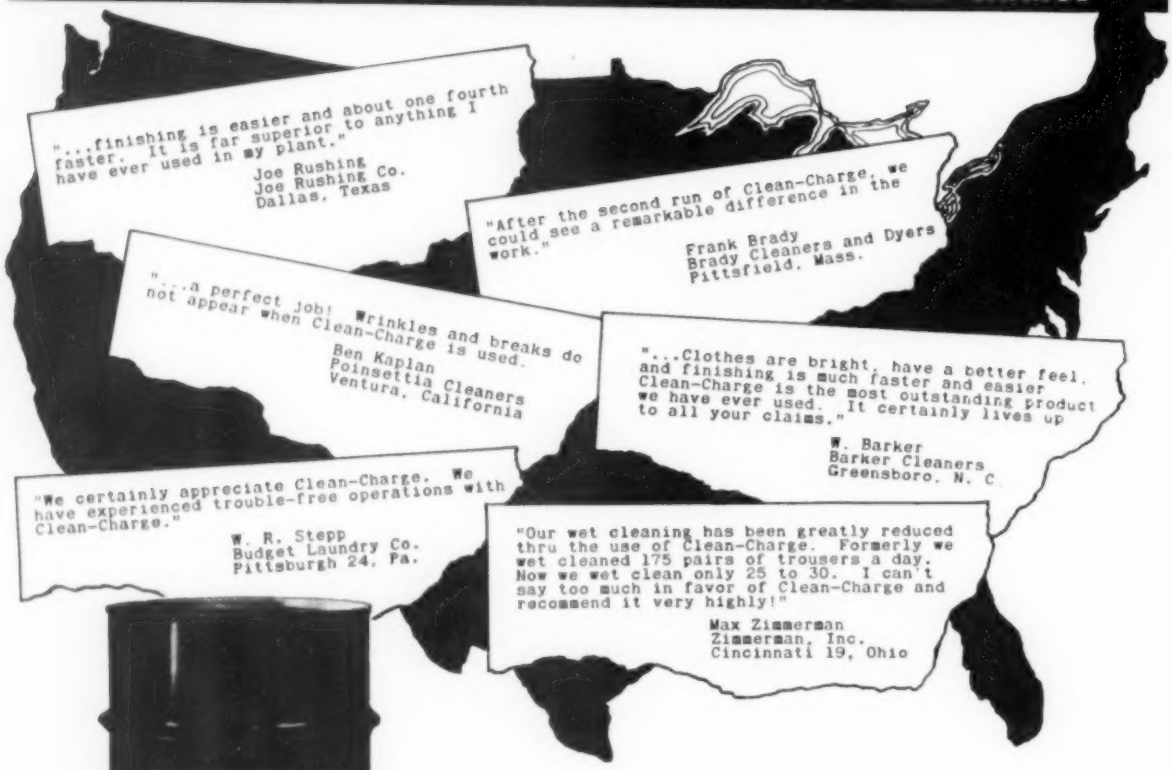
110 South Dearborn Street, Chicago 3, Illinois

When writing to advertisers please mention The NATIONAL CLEANER & DYER

From coast to coast . . . leading dry cleaners report on the new

BUCKEYE clean-charge

A ONE PRODUCT SUCCESS FOR WET • DRY • STOCK and CHARGE



Petroleum Plants and Synthetic Solvent Units are successfully using CLEAN-CHARGE

- Clean-Charge has fabric re-texturing quality.
- Clean-Charge solvent is easily distilled.
- Clean-Charge is a synthetic composition.
- Clean-Charge removes a high percent of carbon type and moisture soluble type soil.
- Clean-Charge has moisture control.

FREE!

- Initial Clean-Charge Test Kits with simple, accurate directions.
- Complete Clean-Charge Brochure.

- May be included in 1-A, 2-B and 3-C Agreements.
- Available in 15, 30 and 55 Gallon Drums from your Buckeye Distributor.

SYMBOL OF QUALITY

THE DAVIES-YOUNG SOAP COMPANY
BOX 995 DAYTON 1, OHIO

Producers of Quality Products for the Cleaning and Laundry Industry Since 1844

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Build Your Business with Bill Glover PROFIT MAKERS

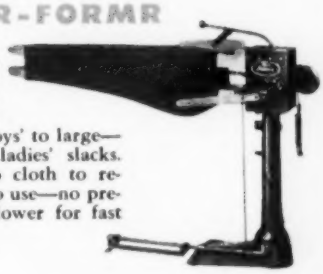
BEST

World Famous TROUSR-FORMR

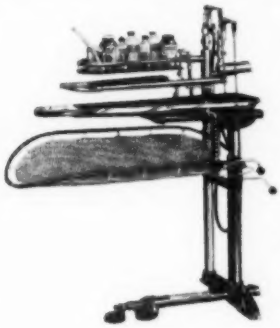
For wet cleaned pants. Stretches, shapes, removes wrinkles . . . all in four simple operations. Eliminates shrinkage. Cuts pressing time in half. More than 10,000 in use . . . many for fifteen years of daily service!

NEXT BEST

NEW Junior TROUSR-FORMR



A low priced stretcher. Makes wet cleans as easy to press as dry cleans. Fits a wider range of sizes from boys' to large—a smaller waist for ladies' slacks. Hardwood forms—no cloth to replace. Always ready to use—no preliminary warm-up. Blower for fast drying.



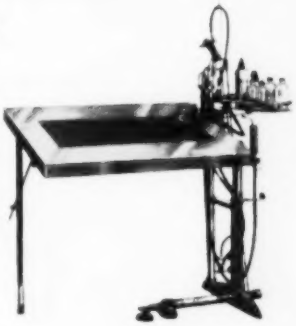
SPOTTERS SPOTTING MACHINE

Acclaimed by Spotters everywhere. The one and only Spotter's Spotting Machine . . . specially designed to meet all the requirements of spotters for higher quality work at a faster rate.

SPOTTING TABLE

for Woolens Only

Roomy top requires fewer lays. Easy, fast spotting, with handy steam gun and chemical tray. Adjustable height and tilt . . . for the convenience of any operator.



DRYERS and SEMI-FINISHERS

Exclusive Features—fast drying revolving top. Nylon brush clamps. Now internal steaming speeds production. Single Dryer shown—other models include the Twin and a Steam Turbine Triple.

Sensational OPEN-END WASHER

Designed and built even bigger and better than your own specifications. Offers the largest loading door . . . 18 inches in diameter, 255 square inches in area. Cylinder 30" in diameter, 15" in depth . . . four ribs 4" high for greater drop . . . equal reverse to avoid tangling.

Available in 25 lb. capacity.

Exclusive Auto-Trol

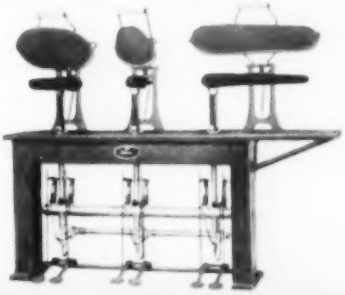
Optional

Here's the most flexible and practical control of its kind ever built! Anyone can easily change one, two or all three formulas. Three — not one — standard formulas — for Whites, Colors, and Blankets. Flick of a switch changes from automatic to Manual.

SEE YOUR
Bill Glover
JOBBER
or write
Bill Glover, Inc.
5204 Truman Rd.,
Kansas City 1, Mo.

FABRIC HEAD PRESSING MACHINE UNIT

Combines three light specialized Pressing Machines into one unit. Finest equipment made for finishing dress tops, sleeves, shoulders and collars of coats and for topping pants. INSTANT STEAM—POWERFUL VACUUM.



Sr. and Jr.

All business is specialized

. . . and nothing specializes on your business like your business paper

Here's a smart bird who knows how to sell fast. He *specializes* . . . picks cold customers who are hot prospects!

Specializing is profitable in your business, too. That's why this business paper of yours is so important. It means no frustrating scrounging for facts you need. A whole staff of editors scouts the country for you . . . and lines up new ideas, the facts about new products and materials, the profit slants on your business—in article after article—like a row of sittin' ducks.

And the ads help, too! They talk business . . . your business . . . helping you slice a cost here, an hour there . . . showing you new products, explaining new techniques, telling where to buy what. Like you, all the best informed people in your field read them carefully, clip and file them for reference . . . pass them along. Fact is, there are few ways for people-moving-ahead to get so much data for so little . . . or to find so much *specialized* help anywhere as you get in your business paper every single month.

This business paper in your hand has a plus for you, because it's a member of the Associated Business Publications. It's a paid circulation paper that must earn its readership by its quality . . . And it's one of a leadership group of business papers that work together to add new values, new usefulness, new ways to make the time you give to your business paper still more profitable time.

Special facts for special drycleaners

For the progressive drycleaner, who wants to do a better job tomorrow than he did today, who is concerned with better service, better quality, better management, bigger sales and bigger profits—a special job of reporting the newest trends and developments, to meet your own special needs, every month in

The NATIONAL CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS

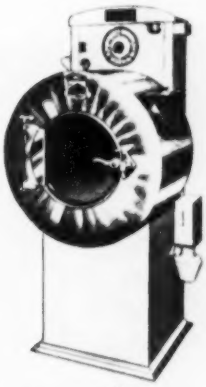
When writing to advertisers please mention The NATIONAL CLEANER & DYER

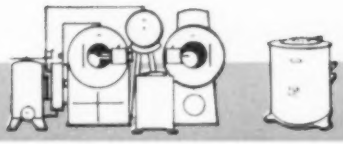
. . . why buy an ELEPHANT to do a RABBIT'S job?

(especially when a rabbit runs BETTER - FASTER - LONGER . . . . .
At Less Cost!)

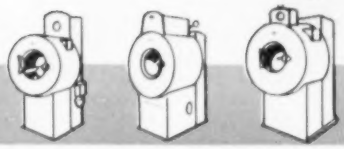
HAMMOND AUTOMATIC WASHERS

Hammond Automatic Washers give you the benefit of exceptional speed . . . a rugged all stainless steel construction . . . plus years of smooth, positive service. You'll save with lower operating costs, yet get the quality performance you demand.





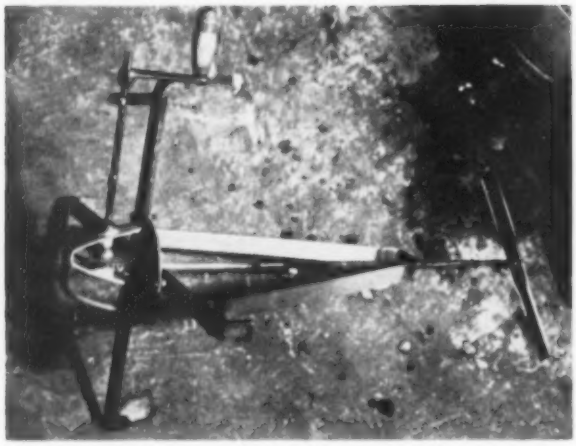
Hammond
LAUNDRY-CLEANING MACHINERY CO.
HAMMOND BLDG., WACO, TEXAS



When writing to advertisers please mention The NATIONAL CLEANER & DYER

GADGETS and GIMMICKS

Soap-Stock Churn



A very simple device for mixing the soap stock solution is being used by Sanitary Drycleaners of Maumee, Ohio. An inexpensive hand butter churn was made on crossed strap irons that fit over the top of a soap drum. An extension was welded on the handle to bring it out beyond the edge of the drum.

An extension was also welded to the "propeller shaft" so that the propeller blade will lie close to the bottom of the drum.

With this device, a good stock solution can be whipped up in a very few minutes.

Customers Speak

COMPLAINT CARDS are tacked by Mr. Glass beside quality progress chart

The bulletin board at the Crown Laundry and Drycleaning Company of Indianapolis, Indiana, has the most popular reading material in the plant. Elbert Glass, president of the firm, uses to good effect the quality performance chart designed by the National Institute of Drycleaning. This lists the number of complaints received from customers during the previous week, and the percent of complaints to total customers served (complaints per 100 customers). It also shows in the black squares opposite the departments where the sources of the complaints happen to be.

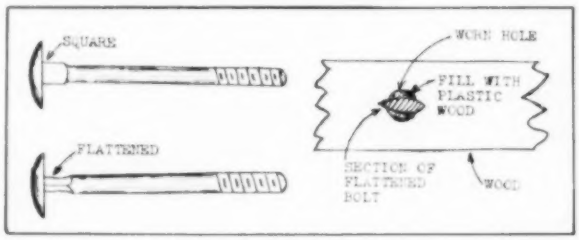
This chart merely serves as a summary, however. On the other half of the board, under "customer complaints," is posted the actual complaint report card turned in by sales personnel or the telephone operator. Thus the forty-odd production workers can read for themselves the details of each complaint. Without making a formal issue of each item, it is possible this way to let the workers judge for themselves who is responsible.

Serious claims and trifles alike appear on the board. Therefore the workers discuss the merits of each claim among themselves, which serves to keep quality standards to the forefront, without constant harping by the management.

Mr. Glass points out only one flaw in this setup. The chart and bulletin board do not show the customers who quit without making complaints. Unless a salesperson follows up via sales control on inactive customers, they simply fade away!

However, we suspect that is a small problem at Crown.

To Prevent Bolt Turning



When the wood is new and the fit is tight, squared heads of a wooden bolt will hold, but in time the hole frequently enlarges and then the entire bolt turns. It is difficult to tighten or improve such a bolt because of the rounded head.

A simple method to correct this trouble is shown in the accompanying sketch.

Simply heat the head end of the bolt and flatten the squared portion as indicated. The section will "spread out" as shown in the lower sketch and at the right. Then just drive the bolt into the hole, as shown at the right. The bolt won't turn now. If you want to do a first-class job, fill the gaps with plastic wood, also as indicated, and there will be even less possibility of turning than when the bolt and wood were new.

This treatment will not weaken the bolt as a tension member to any appreciable extent. Torsionally, in fact, the bolt will be stronger in the flattened section than it was before flattening.

Lincoln Packaging

features

leading national services!

Write for samples and prices:

Lincoln Bag Company, Inc.

Para-Lux Products Company

4200 WEST SCHUBERT AVENUE • CHICAGO 39

When writing to advertisers please mention The NATIONAL CLEANER & DYER

The difference between Life... and Death...

"Why should you give blood? Ask me—I ought to know. I fought in Korea. But since then I've been through the biggest battle of all—the battle for life itself. And it was blood—and blood alone—that saved me. Don't know when I'll be in a position to start repaying my debt by giving some blood of my own. But I will—some day. You can count on it!"

All kinds of people give blood—for all kinds of reasons. But every reason for giving blood is a *special* reason . . . just as every American life that can be saved at any time and at any place . . . is special. So whatever *your* reason for giving blood, this you can be sure of: Whether it goes to a combat area, a local hospital, or for Civil Defense needs—this priceless, painless gift will some day save an American life!

Give Blood Now

CALL YOUR RED CROSS TODAY!

NATIONAL BLOOD PROGRAM

Business Executives!

✓Check These Questions!

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- ☐ Have you given your employees time off to make blood donations?
- ☐ Has your company given any recognition to donors?
- ☐ Do you have a Blood Donor Honor Roll in your company?
- ☐ Have you arranged to have a Bloodmobile make regular visits?
- ☐ Has your management endorsed the local Blood Donor Program?
- ☐ Have you informed employees of your company's plan of co-operation?
- ☐ Was this information given through Plant Bulletin or House Magazine?
- ☐ Have you conducted a Donor Pledge Campaign in your company?
- ☐ Have you set up a list of volunteers so that efficient plans can be made for scheduling donors?

Remember, as long as a *single* pint of blood may mean the difference between life and death for *any* American . . . the need for blood is *urgent!*

When writing to advertisers please mention The NATIONAL CLEANER & DYER

the *HOTTEST* cleaning unit in the field...*BAR NONE!*

VIC'S ROCKET PER

WITH FULLY AUTOMATIC

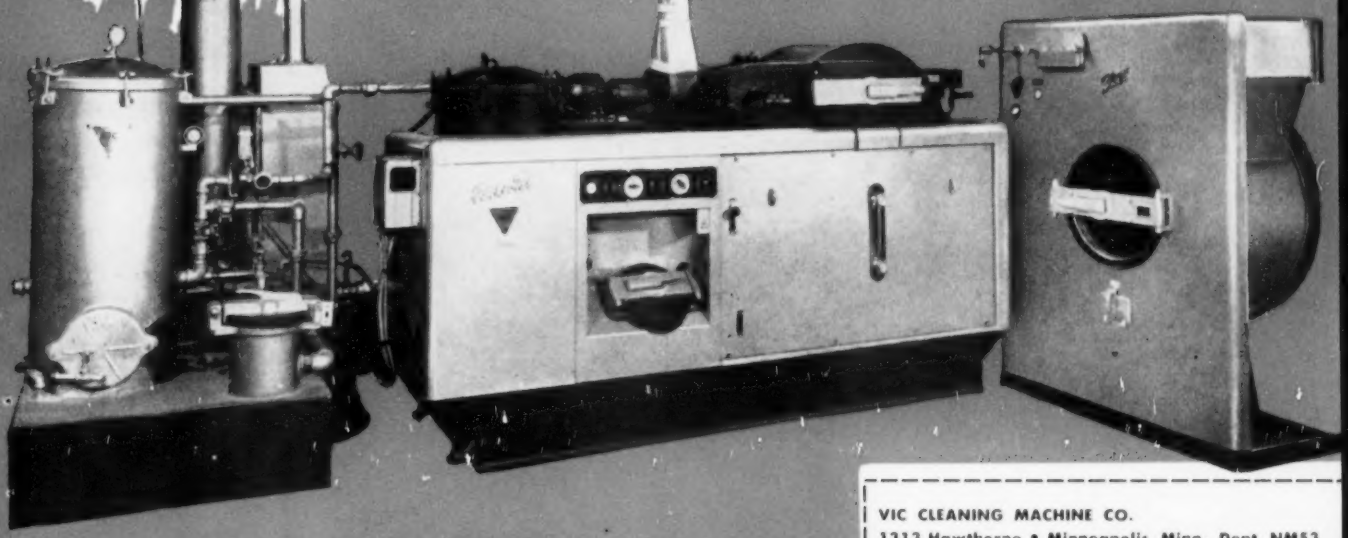
STRONG SOAP RINSE

TRUE FIGURES AND FACTS FROM OPERATORS NOW USING VIC'S MODEL 45 SR

Actual Figures (Based on 3000 lbs. Dry Cleaning)

- Wet Cleaning—1 piece
- Re Runs—15 pieces
- Pre Spot—29 pieces
- Pass ups—75% and over
- Soap Cost—10¢ per 40# load
- Labor Cost—1 man handles 3000# in less than 40 hours cleaning, wet cleaning and all spotting.
- Quality—Texture, Cleanliness, Brightness—Superior to any process yet devised.

MODEL 45 SR



for more information and details cut coupon out and paste on back side of Government Postal Card.

WORLD'S LARGEST LINE OF SYNTHETIC EQUIPMENT
EASY MONTHLY INSTALLMENTS

EXPERIENCED SINCE 1912

VIC CLEANING MACHINE CO.

MINNEAPOLIS 5, MINN.

Sales and Service at all Principal Cities of the United States

VIC CLEANING MACHINE CO.
1313 Hawthorne • Minneapolis, Minn., Dept. NM53

Gentlemen:

Please send further information on your Model 45SR. I would also like to see your salesman on or about

(date) _____

Name _____

Address _____

City _____ Zone _____ State _____

EDITORIALS

Swing to Sales

Three trade-paper ads, two mailings, and a booth at the NID convention resulted in 1,922 inquiries for further information about the advertising product of the Universal Match Company, with more inquiries coming in every day. That represents better than 5 percent of the drycleaning plants in the United States, as well as firms as far away as Kanpur, India.

Taylor Host Inc. has been enjoying a steadily growing demand for its syndicated personalized column. Cleaners all over the country have been seeking out advertising agencies or other expert advice. "Grand scale" promotions have blossomed on every side.

After a couple of false starts since World War II, the drycleaning industry is seriously getting down to the problem of drawing the business in as well as putting it out. This is not a sudden development, for the NID cost studies for successive years show that advertising and sales-promotion expenditures have been creeping up. From slightly more than 2 percent of sales in 1946 they moved to 3.14 percent in 1951, and appear to have been slightly more in 1952.

In the "normal" years of 1938 through 1940, the advertising slices of total sales were 4.09, 4.35 and 3.62 percent respectively. These are contrasted with the NID recommendation of 5 percent. The next few years probably will find us back closer to that last figure.

The economic wiseacres tell us business will be tougher come next fall. The time to plan what to do about it is now, for sales promotion is not a tool to seize in an emergency only. It should be planned and budgeted in terms of not only cost and seasons, but also labor involved.

If 1,922 drycleaners are interested in distributing matchbooks, *somebody* is already *planning* to do some sales promotion!

Propaganda

This is the age when "colossal" means a medium-sized olive! It is also the age when the huckster says "it's stupendous" and the yokel replies "pretty good, hunh?"

The advertising industry is beginning to suspect there is something slightly awry about all this. Maybe they glance across the water and watch the skill with which the unfortunates behind the Iron Curtain separate wheat from chaff in the propaganda they listen to. Then maybe they look back again at the American consumer and wonder if maybe she or he isn't so dumb, either. It's miraculous!

Do you remember the last time you read a Sears, Roebuck catalog—still one of the best merchandising media in the world? Matter-of-fact description, but detailed. The price, in bold clear numbers, with no catch to it, no gimmick. Usually a choice of qualities—economy, good grade, and best.

Sometimes we feel that an advertiser is trying to push his product or service by sheer strength. If he just yells loud enough, people will buy.

We've been accused of believing this ourselves, because recently we have stressed large-scale promotions in our editorial pages. Apparently our emphasis has been unclear.

Our message has been simply "don't be afraid to advertise, and advertise heavily"! Stress the benefits (stupendous or otherwise) to the customer, not the things that appeal to the plantowner's vanity. Promote regularly enough to keep in the public's mind. Promote widely enough to saturate your potential market. Spend the time to plan and budget (as suggested above).

If you do, the result will be stupendous, colossal!

Temptation

We have a report on Page 68 of the confused hassle in Cleveland over the employees' welfare fund. There's a lot more than appears on the surface of this controversy. Personalities becloud the issue in every corner.

One thing *is* clear! If the directors of the fund would make a clear, detailed accounting, preferably audited, to its membership, to all the drycleaning plants involved, and to the public, all the confusion could be eliminated. It is as simple and as basic as that!

Until that is done, the entire operation of the fund, rightly or wrongly, is as suspect as the shenanigans of the New York stevedores' union.

Involved in the intricacies of bargaining, many of the Cleveland cleaners have seen fit to accept the foggy status of the welfare fund, which already costs a third more than at its inception. As outsiders we can't argue whether that represents a gain or loss at the bargaining table.

It *is* a loss to democracy! It is a club over the head of the union member. It is a drain on the drycleaning plant. It is a higher cost to the consumer without higher value received. It is a temptation!

All non-accountable funds are a temptation to abuse, regardless of who controls them. As an act of good faith both the unions and all the drycleaners involved should back the move to place the welfare fund, at lower cost, in the hands of an impartial insurance company. Then nobody will be tempted!

Who's Kidding Whom?

Recently we talked to the proprietor of a women's wear shop who formerly had been a drycleaner. Presumably he knows a lot of the problems and the answers to garment drycleanability. Yet, when we asked what he planned to do with a couple dozen regenerated rayon taffetas, he said "Sell 'em! If the customer takes them I'm not going to worry!"

This man is probably more indifferent than most. Maybe he suspects the cleaner is due for most of the grief. But he certainly puts the finger on the key to the serviceability problem, no matter who attacks it.

Darned if it isn't the consumer!

FASTEST Handling Method Known!

SPEED ALL GARMENTS TO YOUR SPOTTERS AND PRESSERS

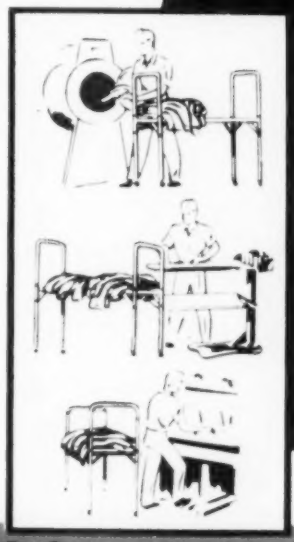
on BISHOP CLOTHES CARTS

PATENTED

...PAY FOR THEMSELVES IN LESS THAN A MONTH..... PAY YOU FROM THEN ON!

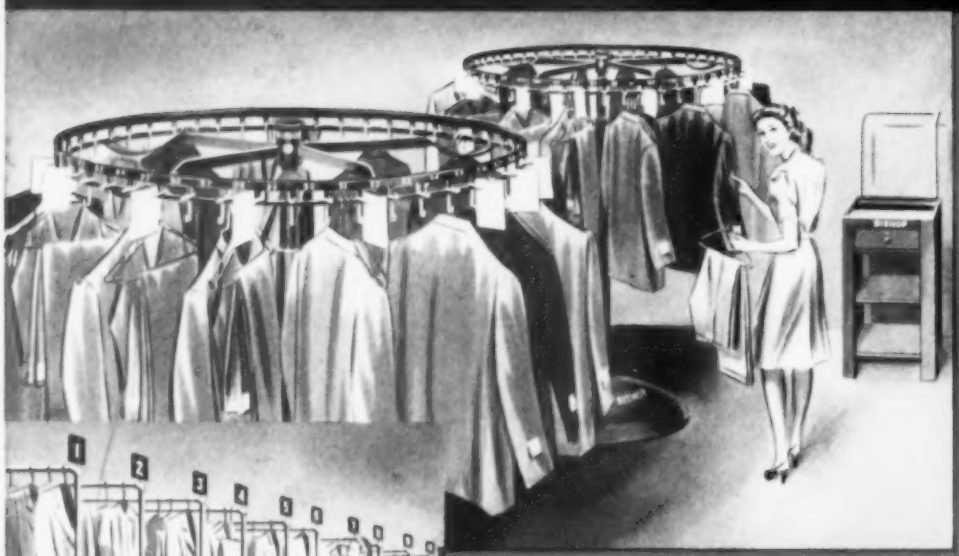
Speed your handling of unfinished work through your plant...eliminate space-wasting tables. Spotters and pressers work directly from these carts without stooping or bending. That increases their production. Garments lie flat...are easier to finish because they're not wrinkled from being crumpled in a basket. These fireproof, dustproof, lifetime metal, fast-moving carts are as important to unfinished garments as slick rails are to finished garments.

SPECIFICATIONS: Capacity 150-200 lbs. (2 to 3 open-end tumbler loads). Height 45" at ends; width 18", length 38". Platform height 26". All-steel, fireproof. Four 3" Neoprene wheels. Ship. wt. 50 lbs.



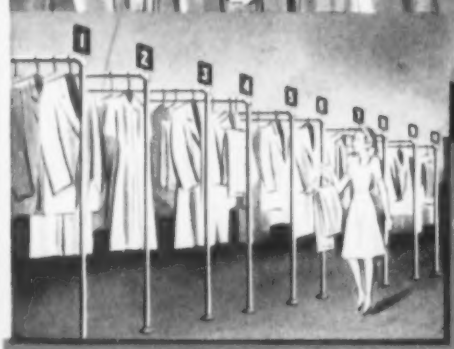
G. H. BISHOP CO., CHICAGO, MANUFACTURERS SINCE 1893

HOW BISHOP REELS SAVE YOUR OPERATOR 25 MILES PER DAY



The Bishop Way

With the Bishop method, no operator need walk a single step – a turn of the reel brings any garment or slot to her finger-tips. Note straggler rack at back of desk.



The Old Way

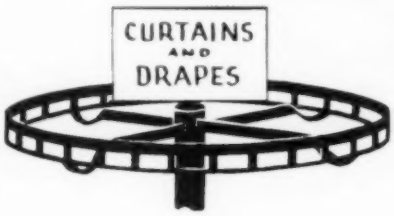
When the old system of sorting garments onto stationary racks is used, an operator walks from 10 to 30 steps to sort or locate each garment. When 480 garments are handled in an hour, an operator walks approximately 96,000 steps . . . 144,000 feet . . . or 26.26 miles in an eight-hour working day.

BISHOP REELS ARE ADAPTABLE TO ANY PURPOSE

ROUTE MEN

BRANCH STORES OR WILL CALL

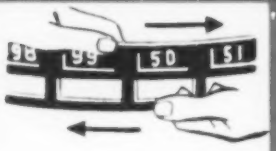
CURTAINS, DRAPES, ETC.



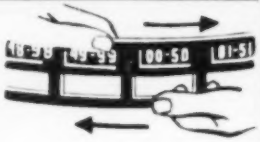
Exclusive! BISHOP NUMBER SELECTOR

3 NUMBERING COMBINATIONS ALL ON THE SAME REEL

POSITION A – movable band inside the 50-windowed numbering panel shows all numbers from 00 to 49.



POSITION B – grasp outer band, move inner band slightly to left, and numbers 50 to 99 appear in the windows.



POSITION C – move inner band slightly further to left and numbers 00-50 to 49-99 appear in the windows.

POSITION D – move still further to left and inner band is solid black for chalking in any other system you prefer.

NOW

AUTOMATIC GARMENT ASSEMBLING TWICE AS FAST — HALF THE SPACE with BISHOP Self Assembling SORTING REEL

NO. B12-50 Self-Assembling Sorting Reel . . . $111.00
NO. B12D INVOICE SORTING DESK & FILE

Specifications

Diameter	empty, 4 ft., loaded, 6 ft
Floor space (loaded)	6 x 6 ft
Capacity	350 dresses or 200 suits
Height, adjustable from	62 to 80 in.
Shipping weight	reel 170 lbs., desk 145 lbs.

Order Through Your Jobber

NOW AVAILABLE WITH INVOICE HOLDING CLIPS
Set of 50 . . . . . 9.50

PATENT APPLIED FOR

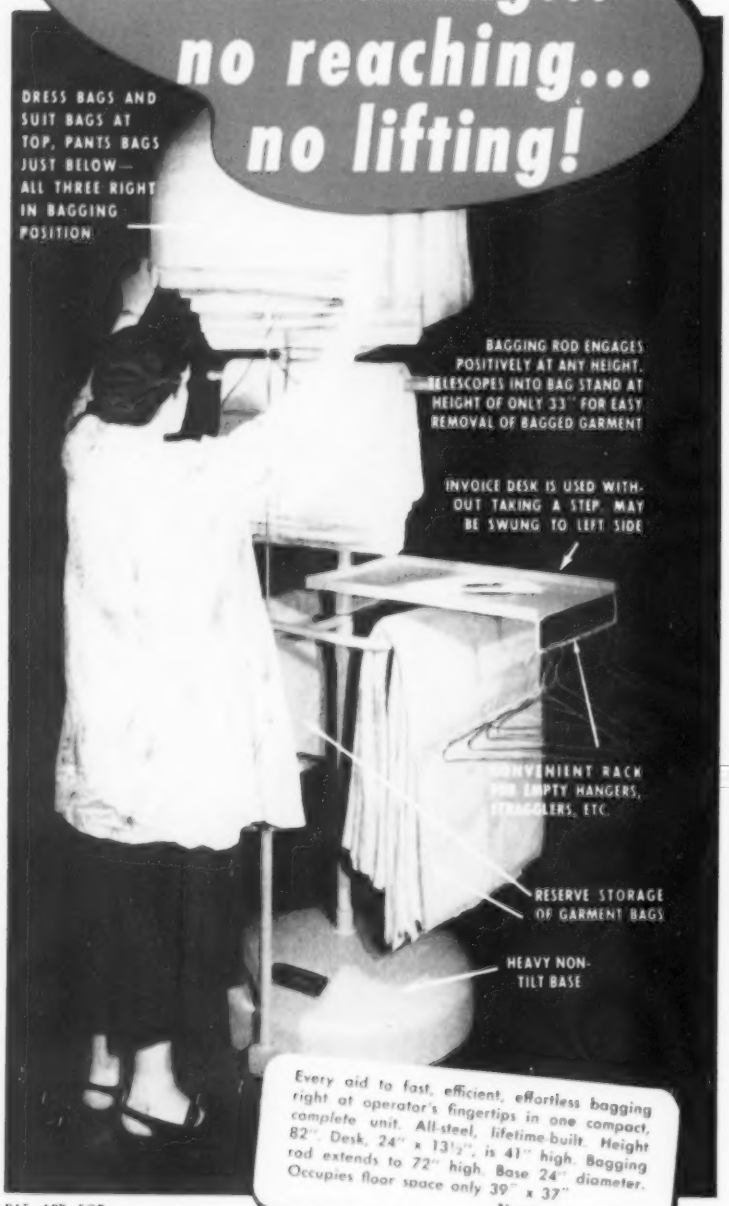
G. H. BISHOP CO.

Chicago 24, Illinois

MANUFACTURERS SINCE 1893

DON'T KEEP DRIVERS WAITING WHILE GARMENTS ARE BEING SORTED
BISHOP REELS GET GARMENTS TO DELIVERY RACKS HOURS FASTER

Bags MORE Garments FASTER with no walking... no reaching... no lifting!



Every aid to fast, efficient, effortless bagging right at operator's fingertips in one compact, complete unit. All-steel, lifetime-built. Height 82". Desk, 24" x 13½", is 41" high. Bagging rod extends to 72" high. Base 24" diameter. Occupies floor space only 39" x 37".

No. 830-2, $79.50

PAT. APP. FOR

© 1951, G.H.B. Co.

BISHOP
BAG-O-TEER

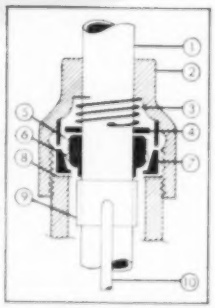
COMBINED BAGGER, INVOICE DESK AND BAG STORAGE RACK

SAVES TIME...
SAVES SPACE...
SAVES MONEY...

Speeds Delivery to Customers

FEATURING "Griptite"

BISHOP'S NEW SENSATIONAL SELF-ACTUATING RAPID-ACTION BAGGING ROD CLAMP...



PROVED

FOR POSITIVE HOLD AND INSTANT RELEASE

"The heavier the load, the tighter it grips." Bagging Rod (1) is engaged by "jaws" of three-piece clamp (5) with gripping power equal to "chuck" used on metal-working lathes. A ball bearing (6) in each "jaw" contacts slanting inner side of locking rim (7) under pressure from spring (3) and equalizing washer (4) to create rigid grasp on bagging rod. Slight upward push on release ring (9) attached to tripping rod (10) operated by foot pedal, separates "jaws" and allows rod to drop. The "Griptite"—contained in cap (2) of bagging stand and held in place by retaining ring (8)—is an exclusive BISHOP feature.

LET THE SAVINGS PAY THE COST

G. H. BISHOP CO.
CHICAGO

Order FROM YOUR SUPPLIER

MANUFACTURERS SINCE 1893

25 YEARS AGO... MAY 1928

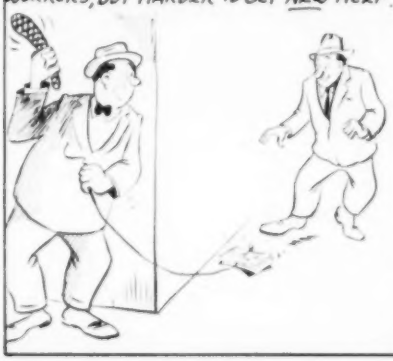
CARPET CLEANING 'SPECIAL' DURING SLACK SEASON SHOWS:
20% WERE OLD CUSTOMERS
53% NEVER HAD RUGS CLEANED BEFORE
27% WERE ENTIRELY NEW CUSTOMERS

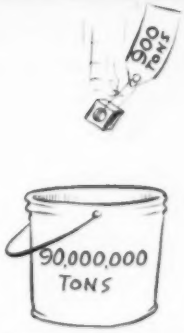
D.O. SUMMERS CO. CLEVELAND CLEANING PLANT INSTITUTES CURB-SERVICE FOR CUSTOMERS... UNIFORMED FOOTMEN HANDLE GARMENTS FROM AUTOS ON BOTH SIDES OF STREET. HALF OF PLANT VOLUME FROM CURB AFTER 6 MONTHS.

DALLAS CLEANERS & DEPARTMENT STORE OWNERS ORGANIZE "ARBITRATION BOARD" TO HANDLE CLEANING CLAIMS OF CUSTOMERS. (2 CLEANERS, 2 STORE OWNERS, & CLNRS. EXECT. SECT.)

10 YEARS AGO.... MAY 1943

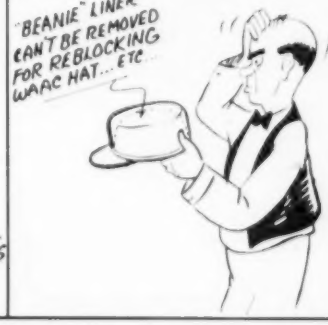
WAR-MANPOWER-COMMISSION ORDER PREVENTS LURE OF HIGHER WAGES TO DRAW HELP FROM "ESSENTIAL" PLANTS. "ESSENTIAL" CLEANERS THUS ABLE TO HOLD PRESENT WORKERS, BUT HARDER TO GET NEW HELP!





CLNRS & LNDRS SALVAGE DRIVE NETS 900 TONS SCRAP METALS... ONLY "DROP-IN-BUCKET" CONSIDERING U.S. STEEL PRODUCTION AVERAGES 90,000,000 TONS PER YEAR.

DES MOINES CLEANER (WAYNE WILSON) BLASTS DESIGNERS OF WAAC UNIFORMS AS DIFFICULTIES ARISE IN PROCESSING THRU CLEANING PLANT... VERY NEARLY NEED COMPLETE HAND FINISHING TO BE ACCEPTABLE



"WHY COUNTER-GIRLS ARE HARD TO KEEP"
(WITNESSED IN A NEBRASKA PLANT)

HE: HOW CAN THIS COAT-CUFF BE REPAIRED SO IT WON'T SHOW?
SHE: I'M NOT SURE, SIR, I'M ALL ALONE AND IT'S THE TAILOR'S DAY OFF, BUT I'LL WRITE DOWN IT MUSTN'T SHOW.
HE: BUT HOW WILL HE DO THAT!
SHE: WOULD YOU RATHER BRING IT IN WHEN HE'S HERE, SIR...?
HE: THIS IS A HELLUVA PLACE...
(THERE FOLLOWED A 10 MINUTE ORATION ON HOW STUPID A GIRL CAN BE.....!!)

NOTE:
HE LEFT THE COAT, BUT THE GAL WAS UPSET... WILL LIKELY SWITCH TO A FACTORY JOB!

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

BEDTIME SHOWING of housecoats and lounging pajamas closed the show. Commentator and m.c. at mike also sang duet

Fashions Draw Full House

Drycleaner's show is literally "talk of the town" in spite of small cost

by WILLIAM R. PALMER

ALL CUSTOMERS or potential customers, a large crowd for a small town

LES COLE welcomes the folks to show he sponsored (and sweated over)

AT A TOTAL CASH OUTLAY of 50 cents per spectator, Leslie and Mrs. Cole of Imlay City, Michigan, staged a fashion show to an audience of well over 500 persons. Even though there was no admission charge, this is a remarkable turnout in a town of 1,800 population or a total trading area of not over 4,500. Imlay City, the site of Coles Band Box Cleaners, is halfway between Flint and Port Huron, due north of Detroit.

The secret of both the enthusiasm and the low cost is that Mr. Cole got everybody into the act. Thus the small plant (seven employees) was able to put on a really big show. Staged at the Legion Building, it lasted over 2½ hours. There were more than 30 "models," plus entertainers, plus door prizes.

The models were volunteers from local townspeople. The garments shown were contributed by five shops in Imlay City. They included not only women's wear but men's wear, 'teen togs and infants' clothing. These five firms were listed on the cover of the four-page printed program provided by Coles. Also listed were the models and all other persons or firms participating in the show.

The models were all ages, sizes and shapes, as well as both sexes. The garments were presented in four groupings, starting with sports clothes, then dress and lounging clothes, suits and coats, and closing with dressing gowns and pajamas (as bedtime approached).

The commentator and master of ceremonies were a couple of local extroverts who regularly help conduct public functions in Imlay City. Fashion music at the piano was also contributed, while a moderate fee was paid for the entertainment. The entertainment, also local talent, was a trio doing pantomimes to music, plus a magic act. Their performances came between the groupings of the style show.

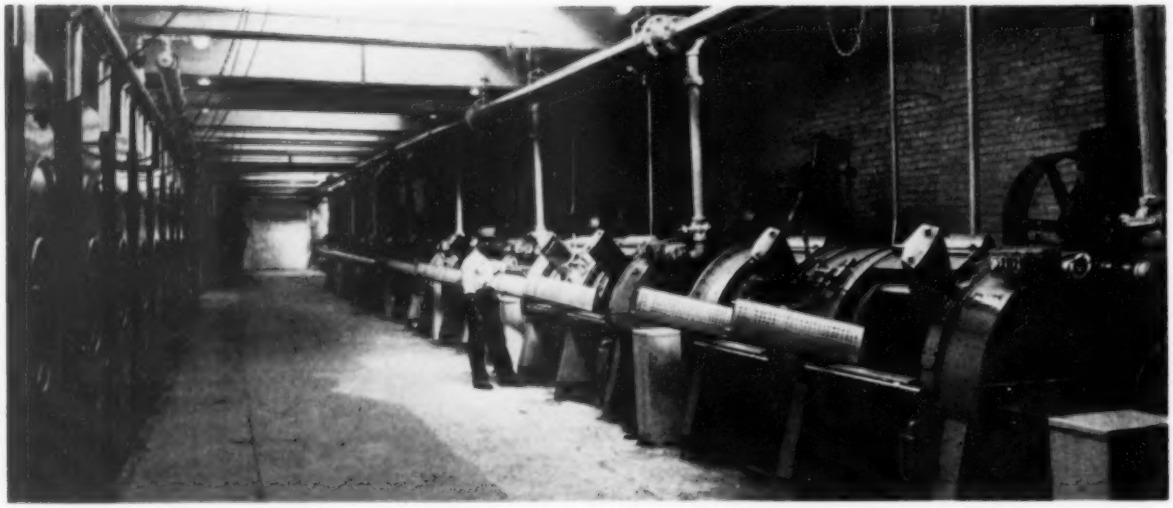
Door prizes were provided by several local firms not concerned with fashions. These included an evening bag from a jewelry store, a "TV planter" from the hardware store, a lamp from the furniture house, perfume from one drugstore and cologne plus dusting powder from the other, shoes from a shoe store and a chenille rug from a drygoods house.

The stage was decorated with modern furniture lent by the furniture house, flowers were presented by the newspaper, coiffures for the models (female) by the local beauty shop, and official photographs by the hometown photographer.

To present the various garments and give proper credit, the commentator was provided with 3-by-5-inch cards listing the style features of each item, the name of the shop presenting it and the name of the model showing the garment.

The "spring fashion showing" received good publicity, with long newspaper stories both preceding and following the event. Mr. Cole ran quarter-page ads in two successive issues of the weekly newspaper. The men's wear store placed a card in its window announcing the show, and all the contributors included "footnotes" in their newspaper advertising. # #

STEALING THE SHOW, these youngsters paraded with their mothers and grandmothers



OVER TON AND HALF of clothes cleaned at a time. Eight 450-pound washers faced by fifteen 36-by-40-inch tumblers. Separate soap and rinse lines feed washers; return lines are underground. Pitch on all lines is ⅛ inch

Eleven Tons Cleaned Per Day

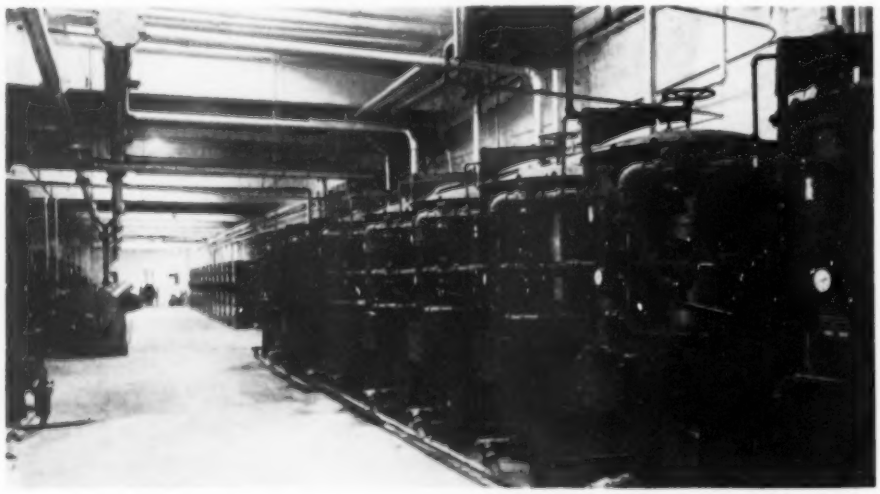
Extra shift eliminated by revamping Spotless chain's cleaning room

by WILLIAM R. PALMER

NEIGHBORHOOD PLANTS and package drive-ins have so thoroughly held the spotlight of the drycleaning industry since the war that many operators have been sincerely telling each other that the day of the big chain store has ended. If they had stopped to glance over their shoulders they would have found that the more vigorous chain operators have been snapping at their heels right along.

Take the Spotless Stores, for instance, with their plant in Paterson, New Jersey, and stores scattered the length of Manhattan Island in New York. People have been saying the chains couldn't equal the package plants for service. Yet Harry and Max Denberg with their production manager, Clarence West, provided "24-hour" service on 3½ *tons* of specials on a recent Monday night, at 10 cents per piece extra charge.

All drycleaning is done on a night shift at Spotless. The total volume on that Monday night was 27,180 pounds or a little over 13½ tons. Quietest night in the week ran to 22,655 pounds. Overcoats, for example,



TWO RINSE FILTERS are nearest, other six are on soap circuit; all are rated 10,000 g.p.h. Sludge drain line is common to all. Either rinse filter, or any soap filter can be cut out of service, backwashed, precoated and cut in again, without shutting down the cleaning room

Sanitone's Tie Promotion Hikes Dry Cleaner's Regular Volume 21.9%

THIS TIE-EXCHANGE IDEA SPARKED THE BEST MID-WINTER PROMOTION WE EVER HAD!

BEFORE

JAN. '53

675

TIES CLEANED

AFTER

FEB. '53

19,520

TIES CLEANED

says Fred S. Schudel of Schudels' Inc., Launderers and Cleaners, Sanitone Licensee in Decatur, Illinois

"Sanitone had the answer to the problem of low-volume, no-profit operations during February. They also provided ideas I needed to make this plan click ...even suggested a contest which I built up to include all employees. We averaged cleaning almost one tie for every male in Decatur between ages 21 and 65!

Without Sanitone cleaning, we could never have handled so many ties at such a low cost without sacrificing cleaning quality. This campaign proved again how effectively Sanitone gets clothes clean. It brought in profitable new business and made many new friends for us!"

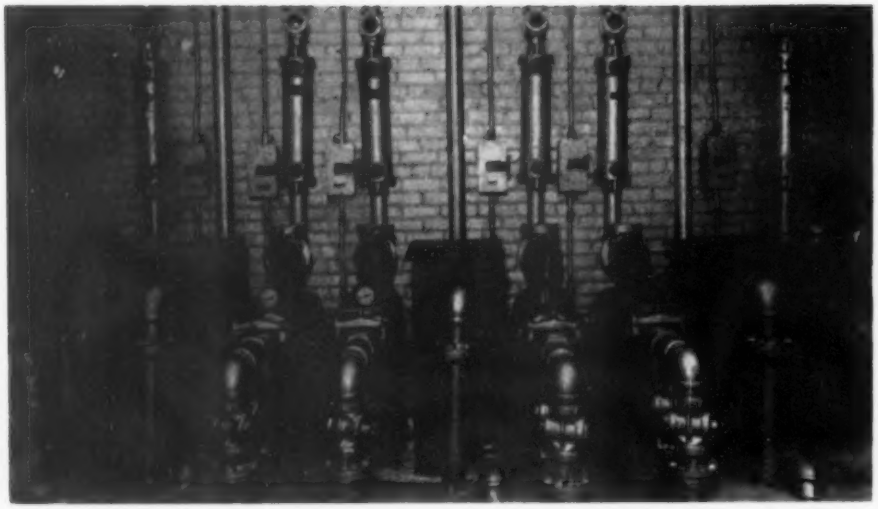
Nice going, Fred. Now you know why we say, "Sanitone is the only *complete* dry cleaning program in the industry which injects profit-increasing 'know-how' into every phase of the business."

Sanitone

DRY CLEANING SERVICE

Division of Emery Industries, Inc.
Cincinnati 2, Ohio

When writing to advertisers please mention The NATIONAL CLEANER & DYER



ALL PUMPS DRAW from common lines, one pump on each rinse filter, one pump to every two soap filters. Precoating done here opposite filters. Note solvent coolers ready to be connected

that Monday bulked to twenty-one 400-pound loads.

By completely revising the layout of the cleaning room, Spotless has eliminated a daytime shift. This reduced the drycleaning crew from thirteen to seven men. It included installation of washer-extractors to reduce handling of the garments. Tumblers were set opposite the washers instead of in a separate room as formerly.

Duties of the seven men have been rearranged so that skilled and unskilled employees work full time at their proper skill levels. The unskilled men load and unload washers and tumblers, with one of them moving work from the marking room to the cleaning room. The skilled men regulate the washers and tumblers, add the moisture and filter powder, change the tumbler temperatures, set the running times, etc. Three men work on tumbling and on cleaning respectively. One of each trio is a skilled man and is in charge of his group. Another of the cleaning trio is also skilled and fills in if either of the group leaders should be absent.

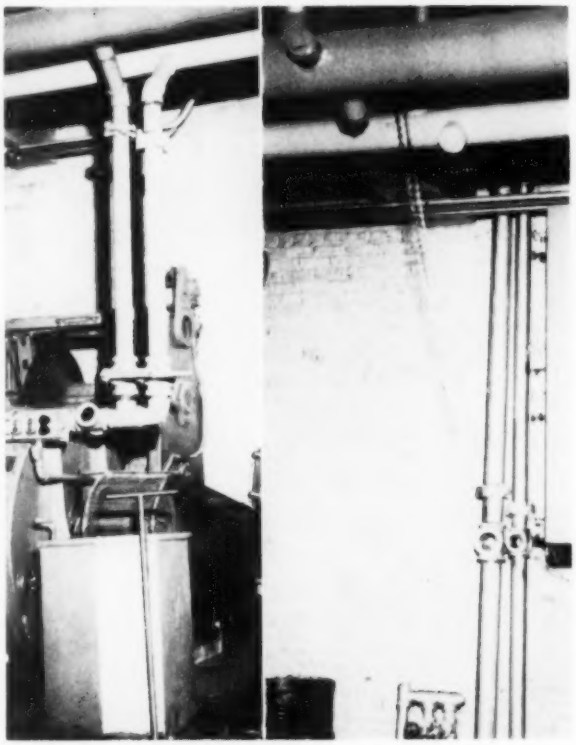
On the batch method of using soap, man-hours in the drycleaning room actually were amounting to less than a full shift for the seven men. However, Spotless recently went into the two-bath method of cleaning. This extended the cleaning cycle slightly, because of the extra extraction, and the single shift is running full time.

The shift runs on the "graveyard" hours, so that the specials from the most distant stores can be marked in and run the same night. The cleaners come in at 11:00 P.M., leave at 7:00 A.M.; the tumbler operators arrive and leave a half hour later. The group leaders get in 15 or 20 minutes earlier to check the washers, filters, soap, moisture and solvent and see that everything is ready to run.

Incidentally, Spotless is just installing a "one-shot" lubricating device for its washers. Once each day two punches of a button will automatically grease or oil every washer on the line.

The soap concentration is 3.2 percent. The rinse circuit, including two filters, tank, pipes and pumps, holds 1,700 gallons of solvent. Three times a week about 1,000 gallons of this rinse solvent go into the strong-soap circuit.

At the time of transfer the rinse solvent has built up a soap concentration of approximately .8 percent. Thus enough soap must be added each time to bring the 1,000 gallons up to the 3.2 percent level. The remaining 700 gallons go to the still, which, being of 1,000-gallon-per-hour capacity, runs the solvent through in short order. Then the rinse circuit is restored to capacity with new solvent.



Left: QUICK-OPENING VALVES on risers. Dark line (painted orange) is soap bath, light line (green) is rinse. Return line valves opened and closed by T-wrench in front of button trap, with easy quarter turn. Right: OVERFLOW LINES relieve pressure (over 5 pounds) when demand at the washers is less than supply from the pumps. Overflows drain back into underground returns. Stubs on overhead pipe provide spot to hook extra washer when needed

Net result, for what is reputed the largest drycleaning plant in the country, is better quality cleaning plus quick service at a lower cost. # #

COLUMBIA

Automatic PERCHLORETHYLENE UNIT

NEW MODEL ONE-HUNDRED

DESIGNED WITH *YOUR PROFIT* IN MIND

LOOK AT THESE FEATURES:

- ★ First manufacturer of synthetic equipment
- ★ 25-30 pounds per load—4 loads per hour
- ★ 125 gallons solvent storage capacity
- ★ Washes, drains and extracts automatically
- ★ 36 x 24 solvent recovery tumbler with Automatic water and cylinder cut-off
- ★ Two-bath method optional
- ★ Hopkins 2100 gallon filter
- ★ 90 gallons extra storage capacity in still
- ★ New dustproof-foolproof control panel

Valuable Distributor Franchises Available—Write for more information today

COLUMBIA APPLIANCE CORPORATION

Serving the industry over 25 years

47-47 35th St., Long Island City, 1, N. Y. **Phone STillwell 4-1922-1923-1924**

When writing to advertisers please mention The NATIONAL CLEANER & DYER

FREE STORAGE to get the cleaning, on both furs and household items

STORE PROMOTION helps draw over thousand garments first week

Fur Storage Needs Fur Cleaning

Denberg of Spotless Stores says you must have both

by DAVID G. KAPLAN

"TEN YEARS AGO," said Harry Denberg, president of Spotless Stores, "I was approached on fur cleaning. I wasn't interested. My storage sales were up. My costs were down. Now it is a different story. Costs have gone up and my storage isn't paying off in the proportion to volume that it used to.

"Today the average woman is accustomed to paying a competitive price for storage. She doesn't mind paying a good fee for fur *cleaning*. If I give her a bargain in fur cleaning, with the storage free, it can't fail to attract customers. At any rate, I've got to give both storage *and* cleaning to maintain storage volume and build up the gross receipts."

Spotless, the drycleaning behemoth that serves metropolitan New York with 185 outlets, has stored over a million garments during the past few years. If that many garments were spaced six to the foot, it would take a storage rail 31 miles long to hold them all. What's more, according to Mr. Denberg, no garment that was stored has ever been lost.

The firm's new fur cleaning service has been named "Fur-Glo," which is to be the Spotless chain's own trade name. Mr. Denberg gives his new service added weight by "licensing" the cleaning process from Albert Hollander, former vice president of A. Hollander & Sons, famous sponsors of Hollanderizing.

For a nickel less than six dollars, Mr. Denberg offers to "remove grit, electrify the fur, restore natural oils, soften the fibers, add water repellency and crush-resistance" (and even add chlorophyllin!). That is less

TRUCK PANELS are lettered in reflective paint

Dear Bill,

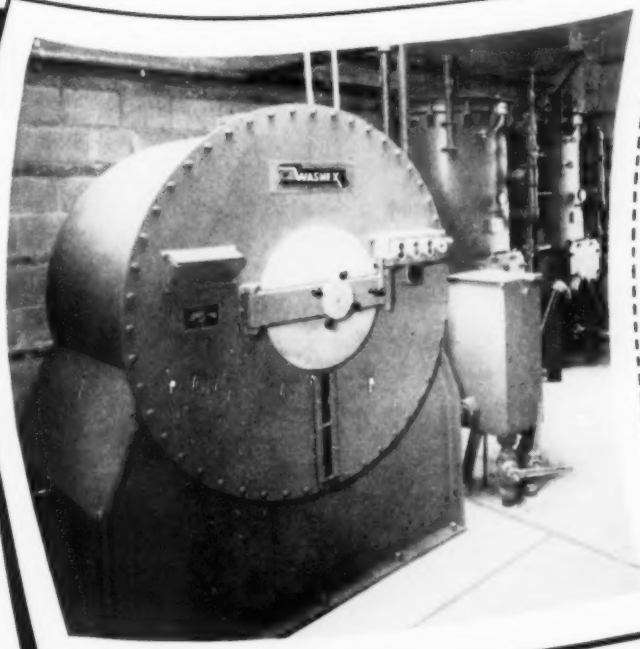
If you think customers can't see a difference in dry cleaning — try running a load in a WASHEX Combination Washer-Extractor!

Enclosed is a snapshot of our new baby — the "100" WASHEX Combination Washer-Extractor. Yup, we clean and extract without handling soaked garments — this push-button life is wonderful.

WASHEX saves us a lot of money and boy, how it can clean!

Try it —

Dick



Fabric Laundry & Dry Cleaning Machine Corp.
192 Banker Street
Brooklyn 22, N. Y.

Let's see what WASHEX Combination Washer-Extractors can do for us.

NAME _____

FIRM _____

ADDRESS _____ ZONE ____ STATE ____

CITY _____

We now have _____

WASHEX
COMBINATION WASHER-EXTRACTOR
TRADEMARK

FABRIC LAUNDRY AND DRY CLEANING MACHINERY CORP., 192-198 BANKER ST., BROOKLYN, N. Y.

FINISHING is part of the Spotless fur service

than half the retail price of fur cleaning in the New York area. With Spotless it also includes free cold storage and $100 insurance.

Before the average reader gets disturbed about the prices charged by Spotless (which are practical only in a mass-market area like New York) we would like to focus his attention on what we feel is the more important point. That is that, even though Mr. Denberg's storage has been highly successful, he is even more interested in getting the fur cleaning business—and is willing to sacrifice income from storage in order to get the cleaning.

His attitude is that storage is like a farmer's field. He can be satisfied with one crop per year, or he can try to get three or four crops annually off the same acreage. [The logical step after cleaning will be to develop a repair and alterations service.—Ed.]

Too few drycleaners realize that this is the true secret of the large chain operations. It is not enough to get tons of garments at a low price with an infinitesimal profit on the average item. The real profits are made on the multiple services performed on a single item. Thus sales, transportation and overhead costs are nearly the same when multiple services are performed and the profit per unit increases quite sharply.

Along the same lines, as indicated in the illustrations, Spotless is offering to store household items free of charge, if the drapes, etc., are also drycleaned at the regular price. These free storage offerings are only made when extra services are used. The bulk of the storage done this year will still be handled and charged for as usual.

The dual drive for fur cleaning and household cleaning is the focal point of the latest Spotless sales contest. An elaborate 12-page brochure has outlined it for the store girls (two girls per store). Prizes in the contest are an extra week's vacation with pay to the girls in the winning store in each of eight sections, or else a choice of merchandise. There are four sets of prizes in each of the sections.

The promotion is backed with heavy newspaper advertising, newspaper publicity releases, circulars, shirt bands, store displays, counter brochures, and a bonus system (besides the prizes) that starts paying off to the girls as soon as they hit 75 percent of last year's storage in each store.

Harry Denberg believes the time is ripe to develop fur cleaning in the way garment drycleaning volume was built, by "making it available for the masses." He's confident enough to put a lot into it! # #

What Do You Mean—Alter?

Suppose you are a tailor and a customer comes in with a pair of trousers and says, "Alter these one inch in length." You start to work on the trousers, rip out the old cuff and start to measure for the new one . . . But whoa! Are they to be made one inch *longer* or one inch *shorter?*

This is typical of the instructions written by routemen on the invoices accompanying drycleaning orders. Instructions so incomplete that they baffle the marker, stymie the seamstress and hold up the order until the salesman can contact the customer again.

The customer may be vague because he knows in his mind what he wants, so it is up to the salesman to get complete and unmistakable instructions when he picks up the order. Yet I have seen intelligent and experienced salesmen write alteration instructions that furnish nothing more than amusement to the plant personnel who chance to read them. Here are some examples:

A dress, to alter hemline "14 inches from the floor." That one was so simple we merely had to hold the garment 14 inches above the floor and it was ready to go!

A new pair of trousers with unfinished cuff: "Put in 1-inch cuff." Apparently the length we wanted to make them was up to to us.

Another pair of trousers to be "let out all the way." We went ahead with this one and let the waist and length out as much as possible. The trousers bounced right back because the inseam was all right to start; the customer wanted only the waist let out.

Other time-wasters are impossible alteration requests such as a pair of 42-inch waistband trousers to be made 28 inches. We have yet to discover a way to overlap hip pockets and satisfy the customer. A little pertinent observation by the routeman when he picks up the order could nip a situation like this in the bud.

Sometimes we get clothes so worn and dilapidated that it would be a waste of time and money to attempt a remodeling job, yet they come in with a "repair where needed" label. To return them with a note saying they are beyond repair might offend the customer. But if the salesman noted the condition of the garments at the pickup he could tactfully explain that the charge for the repairs would be excessive and thus talk the customer out of it.

The average drycleaner does well to break even on tailoring work. That makes it all the more important for the salesman to do his part in clarifying alteration instructions so the repair line won't be a bottleneck in the plant.—*Byron Stout*

The author of this heartfelt little treatise is drycleaning superintendent at Prather's drycleaning and laundry plant in Fort Myers, Florida. He reports that when it was read at a sales meeting by C. B. Randall, the firm's sales manager, the routemen took it in good humor and are now at least conscious of the situation.

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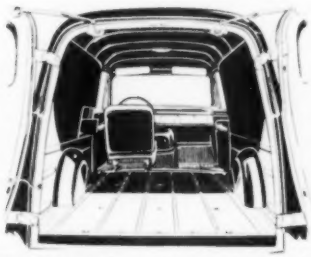

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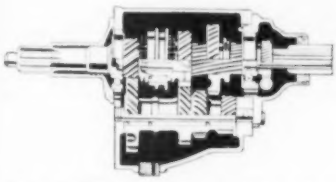

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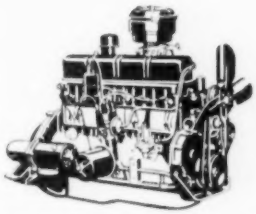

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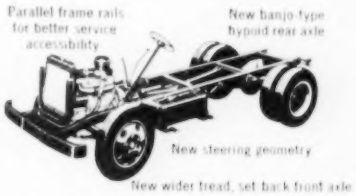

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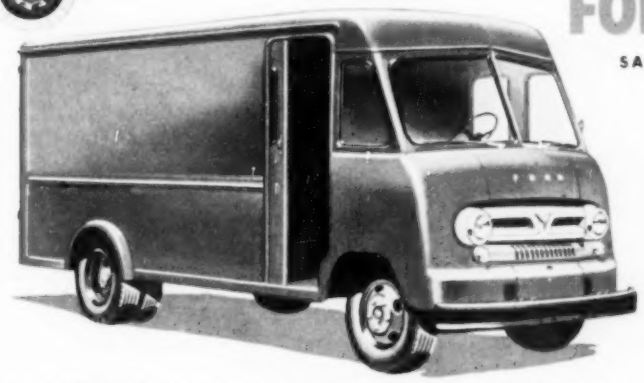

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Manual for Training Silk Finishers

Part XIV: Neckties and sized fabrics

by LAURA HERRMANN PORTERFIELD

A. Instructions to Trainers: Neckties

1. Using Steam Board or Buck

Explain to your pupil that all ties are cut on the bias, and that she will always find it easier to finish anything cut on the bias if she first steams it and then works it with her fingers to allow it to take shape (see Fig. 1). She must not try to force bias into shape.

When you start the beginner on ties, it is a good idea not to show her how bad some of them are. Instead, show her how easily most of them can be done. Some method for finishing ties will work on 90 percent of them, but there is always the tie belonging to the man who wears the same one day in and day out without ever undoing the knot. Instead, he just slips the tie off over his head.

Because of these carelessly worn ties, we always like to look over all the ties first, and give them a good water spray if they are badly wrinkled. It allows the moisture to penetrate the fabric and relax the wrinkles for finishing.

As a general rule we find there is a soft crease on the edge of the ties. While this does not leave the tie definitely round, there is no definite mark where the iron has pressed it to give it a knife-sharp edge. If there is a steam finishing board or press available to the operator she will find that most of the neckties can be done on either of these without the use of the hand iron.

Explain that we do the small or narrow end of the tie first, because most of the work must be done on the wide end. It is desirable to be able to hang the tie up after finishing that part, so that it will not become wrinkled again.

Explain to the pupil why we place the tie so that the "show" side is down and the seam visible to the operator. This way we have the smooth side against the machine and therefore cannot press a seam impression into the main part of the tie. Also, this leaves the lining of the tie in open view so that we can be sure it is smooth. Too, the lining will be all ready to finish with the iron, if necessary. It also allows us to check to be sure that the two sides are equidistant from the point.

Explain to your student why we lay the badly wrinkled ties across the width of the buck first. The weight from the two ends of the tie usually helps the bias fall into place after we steam it. On very badly wrinkled knot areas she might use her hand iron while steaming, but not while vacuuming.

Manual in Booklet Form

The "Manual for Training Silk Finishers" concludes with this installment. In response to many requests, the series will be reprinted as a booklet, and will shortly be available at nominal cost. The date of publication will be announced.

It is very important to stress the use of the steam from the buck first, then the use of the fingers in reshaping the tie while it is damp from the steam. Most ties have been stretched and, of course, that is why they are cut on the bias.

Get the student into the proper swing of steaming, straightening, steaming, and finishing with the trowel; vacuuming and then touching up the lining with the iron. So often we go through a lot of extra handling by finishing the tie first, then doing the touch-up work, but if we have the iron right there on the steam board we should *finish the tie all at one lay.*

The only time the wooden or cardboard tie form should be used in steaming the tie is when it is very badly wrinkled and twisted. This is one case, therefore, where is it *very* important to have the work planned before teaching the student. You want to show her how to use the tie form, after she has done quite a few ties by the previous method, so that she will only use the form when she has to. Show her how to remove the one stitch at the end of the ties that are sewed together down the center seam and attached to the lining, so that it is impossible to put the tie form up the inside without removing this stitching.

2. Using Tie Press

Teach the pupil to take the complete order of ties off the hanger at once, either holding them in her left hand or laying them on the table below the tie press.

It is very important to have this machine adjacent to an iron board so that the operator can immediately turn to the board and iron to do any necessary touch-up work. Again explain to her why she should keep the seam side of the tie showing and not put it down on to the metal form, as that will give seam impressions on the front of the tie.

Finishing ties by this method should be a fast process. It should not use too much steam as the only means of drying is the heated form itself. Be sure to explain to the operator that the form is hot and she should not try to put her hands directly on the iron. Tell her also that the protecting cover should be on the form whenever it is not in use.

It will take a little practice for the girl to learn to hold the two sides of the tie on the edges of the form when she is pressing the seam side of the wide end, so that they will not fall open on the iron. Also, the sliding on to the form of the wide end of the tie to just the point where the bias is properly stretched both in length and width.

Be sure to show your student how to straighten out the linings with the hand iron, if necessary, and also how to softly crease the two edges at the ends if they did not come out even and tight enough on the form (see Fig. 3). Never let her place the iron down heavily on the edges of the ties, but rather hold the iron off the tie so that it just touches.

(Continued on page 54)

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FIG. 1. Fingers work steamed necktie into place

FIG. 2. Finishing seam side up; trowel removes hard wrinkles

(Continued from page 50)

B. Instructions to Trainees

Job Breakdown

I. Using buck steam

IMPORTANT STEPS	KEY POINTS
1. Inspect ties.	a. Remove ties from the hanger and lay them across buck. b. Look for spots. c. Look for and separate badly wrinkled ties.
2. Water-spray ties.	a. Hold tie in left hand. b. Spray with water gun, turning tie so both sides are sprayed.
3. Steam and finish narrow end of tie.	a. Place remaining ties on apron of board. b. Place tie face side down on buck. c. Steam from buck. d. Using hands adjust bias material to full width (Fig. 1). e. If no buck steam, use steam iron, but hold iron slightly off tie. f. Use hand trowel (Fig. 2) or iron to remove bad wrinkles.
4. Vacuum.	
5. Reverse tie and finish wide end.	a. If tie is badly wrinkled place it across width of machine and steam and finish the knot area first. b. If tie is badly twisted, place tie-shaped cardboard inside of tie after first steaming. c. Continue to finish as for narrow end of tie.
6. Touch up lining of tie ends.	a. Using hand iron, finish lining if badly wrinkled (Fig. 3).

FIG. 3. Hand touch-up of badly wrinkled lining

II. Using tie press

IMPORTANT STEPS	KEY POINTS
1 and 2. Same as previous breakdown.	
3. Place narrow end of tie on press. **(See Fig. 4.)**	a. Do not try to fit tie over heated form. b. Place so seam of tie is not next to heated form. c. Bring head of press down

FIG. 4. Finishing on tie form, seam side up

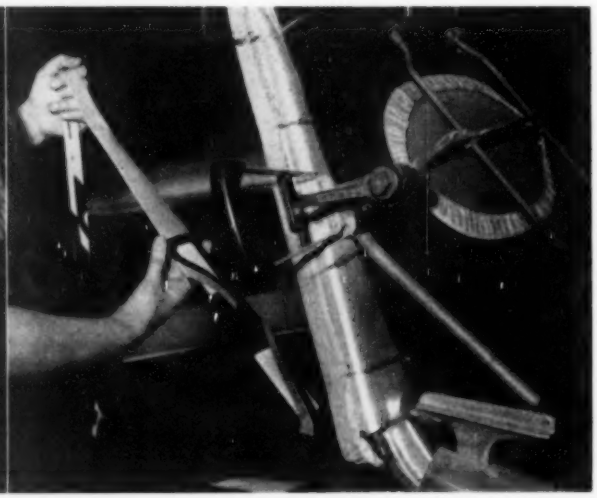

FIG. 5. Tie slid over form with face side up

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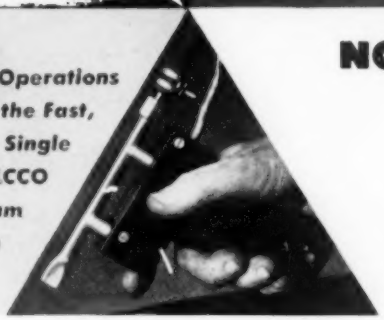

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FIG. 6. Spraying inner skirt first; top skirt over hanger

FIG. 7. Inner skirt on buck for finishing

	on to tie, steam, and allow to dry.
4. **Place wide end of tie over press.**	a. Slide tie on to form, holding narrow end in hand. b. Finish seam side of tie first.
5. **Reverse tie so face side is on top.** (See Fig. 5.)	a. Slide tie part way off machine, roll over so face side is up on machine. b. Be sure lining is smooth.
3. **Touch up the ends with hand iron.** (See Fig. 3.)	a. Run iron into open ends of tie to finish linings. b. Steam edges lightly with iron if the roll is too much.

A. Instructions to Trainers: Sizing Nets and Stiffened Fabrics

It is very important to resize all those fancy petticoats we are getting under those cocktail dresses. These attached petticoats or underskirts must be sized by hand, as it is hardly possible to dip-size them without getting some of the sizing on the material of the top skirts.

Explain to the pupil that this sizing is very much like the starch we use at home, except that it comes out in drycleaning and should be replaced if we are to do a good finishing job.

It is a good idea to size these petticoats and then allow them to dry before starting to finish any part of the garment. Then, by water-spraying the sized area as we are finishing it, we get a very good sizing job.

Some girls use a couple of snap clothespins to hold the top layers of the skirts on the tops of the hangers while spraying the inside layers.

There are some crepes on the market today that have a sizing sprayed on the inside. This fabric, too, comes out in a broken condition, and can also be straightened out by spraying on the wrong side.

Be sure to show the student how to mix the sizing, explaining the proportions you use. Most of these are listed on the labels of all sizing bottles.

Explain to the operator why we hold the gun a little away from the garment and keep it moving all the time, so as not to get any of the sizing concentrated in one area. If this does occur, she should wipe it off with a towel or piece of cheesecloth.

When finishing these garments the important thing to remember is to use the spray gun more than the bottom steam, and to straighten out the garment before bringing the head down. The finishing method can be found in Article VII (September 1952).

We must also teach the student that the head of the press will have to be cleaned after some of these garments are finished, as the excess sizing seems to concentrate on the hot head. There are several commercial products for cleaning these heads, and the use of one of these is suggested. For most of them the head will have to be cold. It is advisable, therefore, to hold this type of garment until the end of the day. The machine can then be turned off so that the operator can clean it the first thing in the morning. She should be shown how to do this maintenance job.

B. Instructions to Trainees

Job Breakdown

I. Sizing fabrics

IMPORTANT STEPS	KEY POINTS
1. **Place top layers of skirt over hanger.**	a. Always start spraying innermost skirt first. b. Keep skirts not to be sprayed out of way of spray gun (Fig. 6).
2. **Spray entire skirt.**	a. Use full force of gun to spray. b. Keep gun moving. c. Hold skirt out with left hand and slowly move skirt around.
3. **Allow to dry in the open air.**	

II. Finishing sized fabrics

1. **Place inside of skirt on buck of hot head press.**	a. Fold outer layers of skirt over hanger (Fig. 7).
2. **Press skirt.**	a. Spray with water spray gun. b. Steam lightly. c. Bring hot head down, after straightening out skirt.
3. **Vacuum.**	a. Lift skirt on far edge of buck, gently, so as not to tear net if it is attached to buck.
4. **Continue steps 2 and 3 around skirt.**	
5. **Place second layer of skirt on buck.**	a. Place finished skirt on bottom tray. b. Press.
6. **Press second skirt same as first one.**	
7. **Continue until all skirts are finished.** # #	

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Water Treatment for Package Boilers

How to accomplish four basic jobs

by JOSEPH C. McCABE

Table I—The Four Basic Jobs of Water Treatment

Scale Control—Calcium and magnesium salts principal problems. Control by (1) removing these hardness salts by softeners; (2) adding special chemicals to change the hard scales to soft sludge that can be removed by blowdown.

Corrosion Check—Acid waters, dissolved gases main causes. Neutralize acid with an alkali, remove gases, feed corrosion inhibitor with organic substances to protect boiler and return-line surfaces.

Carryover Prevention—Slugs of water carried over by steam, chief headache. Too high an alkalinity, oil in the water, too many solids; kept in check by blowdown and antifoam chemical agents.

Embrittlement Protection—Heavy caustic soda buildup at boiler stress points. Prevent by low hydroxide alkalinity, use special inhibiting agents.

SO MANY DIFFERENT CHEMICALS and so many supposedly quick and easy boiler-water treatments are on the market that the average plant man can't tell the right treatment from the wrong. And there are plenty wrong!

Last month we talked about the dangers of boiler scale. Now let's get to the ways of controlling scale and the other boiler water treatment problems. There are four: scale control, corrosion checks, carryover prevention, embrittlement protection (Table I).

There are two major ways of achieving these aims—external or internal treatment. This simply means deciding whether you ought to treat the water outside the boiler before it ever enters the steam cycle, or do the job inside the boiler proper.

The external or pretreatment method has many advantages. Large laundries, for example, and other heavy users of water pass it through softeners before it enters the boiler or process. The main purpose is to reduce the hardness or soap-wasting factor (more about this later). There are still other helpful steps that can be performed on water at this pretreatment stage. But they cost money.

For the usual packaged-boiler owner with relatively light water needs, including those in the plant, the extra expense of external water-treating equipment plus the operating costs in chemicals and labor are too far out of line. Certainly, they are too high compared to the costs of the alternate method—internal treatment. This second method does the four basic jobs of Table I and at a much lower cost.

Before we get into the chemicals and steps involved, a word of caution on chemical costs. Never lose sight of the fact that you can't buy water treatment on a price-per-pound-of-chemical basis. When you buy treatment chemicals or a blend of chemicals you are actually buying water results. One leading water-treatment company, for example, reports using 59 basic chemicals for water conditioning. Their costs run from less than 2 cents per pound for one chemical to as high as $1.94 a pound for another. The measuring stick you apply is how complete a job do the chemicals perform? What are their costs per 1,000 gallons of treated water?

With this measuring stick, the system of internal water treatment for packaged boilers proves its worth. The chemicals you add (Table II) are designed to do the jobs outlined in Table I.

In doing these jobs you introduce another; that is, something must be done about all the solids you're pulling out of solution.

Left to themselves these settled-out solids could cause a whole new series of problems. So among the chemicals you add to the boiler water are so-called sludge conditioners. They do just what their name implies. They condition the solids coming out of solution to stay as soft, sludgy particles not likely to dry out and stick fast to the boiler metal surfaces.

Along with this sludge conditioning you take still another step—you blow down your boiler. That is, you open a drain valve that ties into a strategic, low spot in the boiler-water-holding section. Normal collecting point for the settled-out sludge is the lowest point in the boiler where you'll find this drain-valve connection. (The older-design, larger water-tube boilers had a so-

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Table II—Chemicals Used in Internal Treatment

Purpose	Name	Formula	Action	Remarks
Corrosion Protection	Sodium hydroxide (caustic soda)	$NaOH$	Increases alkalinity, raises pH, precipitates magnesium	Contains no carbonate, so does not favor formation of CO_2 in steam. Alkalinity must be carefully controlled; excess caustic soda may aid caustic embrittlement
	Sodium carbonate (soda ash)	Na_2CO_3	Increases alkalinity, raises pH, precipitates hardness	Low cost, more easily handled than caustic soda. $CaCO_3$ forms scale; soda ash breaks down releasing CO_2 with steam; alkalinity must be controlled. Sludge conditioning needed
	Amines	Ammonia derivatives	Prevent CO_2 corrosion	Pass over with steam to prevent corrosion in condensate line
	Sodium sulfite	Na_2SO_3	Prevents O_2 corrosion	A scavenging agent used to neutralize residual oxygen not removed by deaeration—ferrous hydroxide, also used. Sulfite may break down to H_2S in steam
Hardness Precipitation	Sodium phosphates	NaH_2PO_4 Na_2HPO_4 Na_3PO_4 $NaPO_3$	Precipitate calcium as calcium phosphate, $Ca_3(PO_4)_2$, or preferably calcium hydroxyphosphate, $Ca_5(PO_4)_3OH$	pH must be kept at 9.5 or above for reaction to take place. Proper compound must be chosen to adjust pH to best value. Finely divided calcium phosphate favors carryover. Sludge conditioning needed
	Sodium aluminate	$Na_2Al_2O_4$	Precipitates calcium and magnesium	Forms jelly-like sludge
Sludge Conditioning	Tannins, lignins	Organics of varying constitution	Prevent feed line deposits, coat scale crystals to prevent their sticking to metal	Used with soda ash or phosphates. Are inert with respect to hardness removal. Break down under heat, hard to control. Also inhibit (slow down) embrittlement as does sodium nitrate, Na_2NO_3
	Starch	$(C_6H_{10}O_5)x$	Same as tannins	Forms slimy coating to prevent scale. Breaks down under heat; no control
	Reactive colloids	Complex organics	Provide fluid sludge, minimize carryover	Will react with calcium and magnesium and adsorb scale crystals but have no direct control

called mud drum in the boiler-water circulation for just this purpose.) As you open the valve you pull out a very high percentage of the sludge at the price of a comparatively few gallons of water.

Now let's trace through the chemicals added and why certain ones are added. Raw water coming into the boiler carries with it a quantity of dissolved solids. The principal trouble-making solids are shown in Table III. A limited amount of any of them could be allowed without ever running into boiler operating troubles. It's when the scales they form get heavy that damage occurs. (See April 1953 NATIONAL CLEANER & DYER, page 64.)

The chief culprits are calcium and magnesium with calcium by far the worst offender. Other metal solids will cause the same trouble but you won't find more than traces of them in the usual raw water entering your plant. These solids first came to attention as the items that made water hard to wash in; that is, you had to waste a lot of soap to develop any lather (Table IV).

Many water-treatment consultants will discuss treatment for small boilers on the basis of hardness, alkalinity, and similar terms which they feel the small-plant man knows from other process problems. To our way of thinking it is a little more direct to break the problem down by Table I.

Hardness as a scale-forming factor is part and parcel of scale control. What's more, the hardness compounds enter into the picture of alkalinity, which is a dominant condition in determining how effective your scale-control treatment will be. So you can go 'round and 'round in trying to find out who does what to whom. The whole problem provides a beautiful opening for the salesmen of questionable compounds to engage in doubletalk and sell you a bill of goods.

To date, the combination of phosphate with an organic chemical has proved the most effective of internal treatment methods. This is certainly so with the lower-pressure, packaged-boiler installations. The phosphate compounds do a beautiful job of driving the calcium compounds (Table III) out of solution. But the exact phosphate you use depends entirely on your water, and particularly its alkalinity.

Alkalinity of incoming raw water is generally comprised entirely of sodium bicarbonate (Table III). When you heat it, the bicarbonate breaks down and off goes

Table III—Principal Troubles Making Solids in Water

Name	Formula	Expressed as	Commonly known as	
Calcium	Ca	$CaCO_3$	Calcium hardness	= Total hardness
Magnesium	Mg	$CaCO_3$	Magnesium hardness	
Sodium	Na	$CaCO_3$	Bicarbonate alkalinity	
Bicarbonate	HCO_3	$CaCO_3$	Carbonate alkalinity	
Carbonate	CO_3	$CaCO_3$	Caustic alkalinity	
Hydroxide	OH	$CaCO_3$	———	
Mineral Acid*	—	$CaCO_3$	Mineral acidity	

* Mineral acidity may be due to sulfuric acid or sulfates of iron, alumina or manganese. You'll find it in the discharge from hydrogen-cation exchangers as both sulfuric and hydrochloric acids, plus, in some waters, small amounts of nitric acid.

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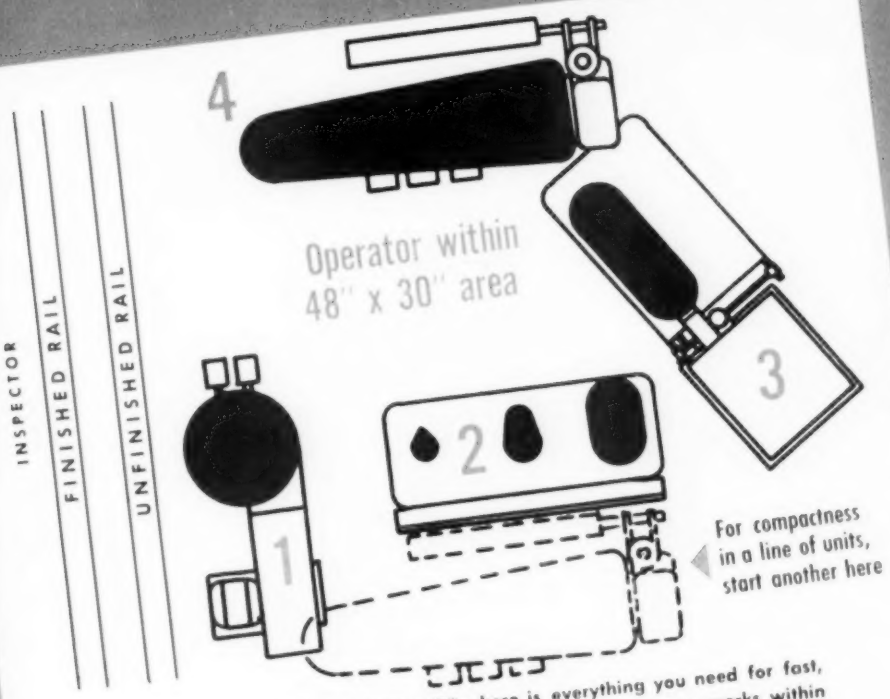

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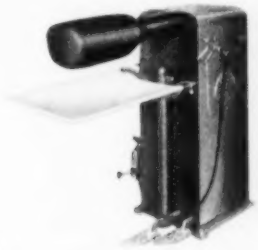

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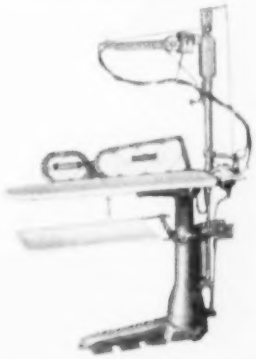

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Table IV—Hardness: Soap Destruction of Water

Hardness as $CaCO_3$ grains/gal.	parts per million	Soap Wastage lbs./1000 gal.
1	17	1.5
3	51	4.5
5	86	7.5
7	120	10.5
9	154	13.5
11	189	16.5
13	223	19.5
15	257	22.5

Table V—Suggested Treatment Controls,* Boilers up to 250 psi

OH, as $CaCO_3$	150 ppm
Total alkalinity, as $CaCO_3$	200 ppm
Phosphate, as PO_4	20 to 50 ppm
Silica, as SiO_2	Up to 200 ppm
Total solids	3500 ppm
Suspended solids	500 ppm

* These values are much higher than recommended by the American Boiler Manufacturers Association. But their recommendations have not been updated to reflect the latest anti-foam and sludge conditioners now on the market.

the carbon dioxide (CO_2) it held. This leaves behind the carbonate. Then a part of that breaks down to form caustic soda and more carbon dioxide. The greater the proportion of caustic soda to sodium carbonate, the stronger the water alkalinity becomes and, of course, its pH value. Whatever possibilities exist of caustic embrittlement (the fourth of our basic water-treatment problems, Table I), they get better and better under a high caustic content.

The pH you want for ideal calcium removal is 10.0 or above. Below that you're not getting much good out of your phosphate. Right along with this need you'll find your second major scale producer, magnesium. It drops out of a boiler water as magnesium hydroxide if the pH is above 10.5.

Incidentally, if the pH is too low the magnesium combines with the phosphate to form a sticky, difficult-to-remove compound that you can't touch with your sludge conditioner. On the other hand, if the alkalinity is right—pH above 10.5—the magnesium hydroxide that forms is a gelatinous floc that is non-scale-producing. Like all flocs it is so loose and slimy in its makeup that it tends to wrap around and remove other solids that would stay in solutions. This is all to the good and so you're more than anxious to insure the right alkalinity.

The calcium and the magnesium, our big scale producers, we now see come under control at a pH of better than 10.5. Our caustic embrittlement, if it's going to happen, develops at a high pH. How high? Fortunately we don't have to worry too much about this because our third requirement of boiler treatment—carryover prevention—is handled before embrittlement conditions will occur.

If we get a boiler water of too high an alkalinity—above a pH of 11.5—with the amount of extra chemicals we're adding, the boiler might foam. Foaming means, it may make many bubbles that on breaking would shoot solids into the steam take-off; in other words, carryover. These solids would deposit out later in pipes or steam-using equipment and scale them up to where they would become a problem in themselves.

To prevent this, a pH of 11.5 is a very safe figure. Actually some boiler designs have less tendency for foaming and you could get by with a higher pH. But let's play safe.

Now that we know the role alkalinity plays let's fit it in with our treatment chemicals. Any of a score of sodium phosphate compounds, from the simple metaphosphate to the complex polyphosphates, will work, either alone or in combination. Just which one you pick depends on the alkalinity of your feedwater. Here is where a reliable water-treatment concern is most valuable. They can tell you which phosphate or what blend of phosphates you should use.

A blend of the less and the more basic phosphates is desirable when possible. The monosodium and metaphosphates are acidic, disodium is fairly alkaline, the complex phosphates, more so, and trisodium is strongly basic.

We believe you should avoid or hold down addition of any alkali. Caustic soda is violent in reaction and difficult to regulate. Soda ash is milder but when it breaks down in the boiler water it furnishes extra carbon dioxide to the steam. This is corrosive and something we want to avoid (Table I). When needed, soda ash or a combination with caustic soda is added along with the phosphates. Here, again, be sure your water-treatment advice is reliable!

An organic coagulant is a vital adjunct to the phosphates. It may be a tannin extract (Table II), seaweed extract or a corn-starch derivative, or even a combination. The organic may be supplied dry or in liquid form; you feed it together with the other chemicals. It is now possible to buy all the ingredients mixed together in a formulated mixture but be absolutely sure the supplier is a reputable one.

The amount of chemical you add depends, of course, on how much of Table III your water carries. What most control tests do is check your boiler water to see that you maintain a certain excess of treatment chemicals. The excess depends on your boiler operating pressure and, in some measure, boiler design. But in general Table V gives a reasonable check.

The organic is used primarily as a sludge conditioner. The amount then varies with its type and the proportion of calcium you pull out of solution. So the amount of phosphate you add to pull out this calcium should set the quantity of organic you introduce. # #

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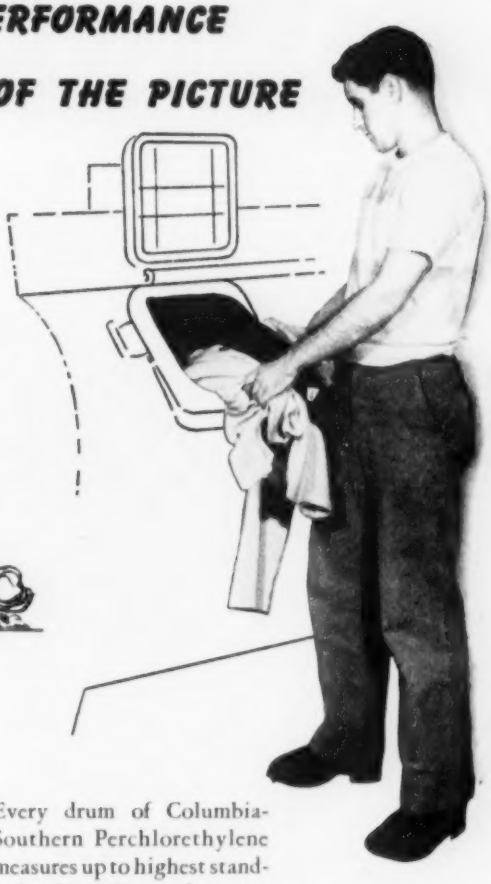

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Shirts Make Up for Slumps

Launderer turned cleaner finds service offsets seasonal drops and increases cleaning volume

by LOU BELLEW

WEEKLY VOLUME of 700 to 900 shirts is easily handled by small automatic open-end washer; could do half as much again. Drycleaning man attends washer and extractor

INSTALLATION OF A SHIRT DEPARTMENT at Dutch Cleaners in Omaha, Nebraska, has not only added an extra $20,000 a year to offset seasonal fluctuations in cleaning revenue, but has increased cleaning sales 20 percent.

Before the shirt service was started the cleaning plant boiler, a 30 hp. oil-fired package unit, was operating at capacity. An extra 12 hp. was needed to handle a shirt department. Owner Dick Townsend had once worked in a laundry where one of the first trapless condensate return systems had been profitably installed, and decided to give it a trial before installing a larger boiler.

The new system, completed before the installation of the shirt department, cut fuel costs from $200 a month to an average of $125 a month. The same boiler now handles both the cleaning plant needs and the shirt department with ease. In fact, according to Mr. Townsend, in light of manufacturers' specifications for horsepower needed to operate his present cleaning and shirt equipment, his old 30 hp. boiler is carrying a 50 hp. load.

The shirt service adds about $400 a week to the $1,500 to $1,800 weekly volume of the drycleaning department. In a town of 24-cent shirts, sales are tied in with cleaning on a basis of 5 shirts for a dollar when accompanying any size cleaning order. These well-laundered shirts, nicely done up in shirt packs, have resulted in many extra dollars worth of business over the counter at no extra billing costs or time consumed beyond that for a normal cleaning-order transaction.

In Mr. Townsend's opinion, installing a shirt service in a cleaning plant means an outlay of close to $10,000, no matter how figured. For instance, most cleaners will need extra boiler capacity, and equipment like his own—a two-girl shirt unit, tumbler, hot-water heater, water softener, 17-inch extractor, handkerchief ironer, and a 20-pound automatic open-end washer. The automatic washer, while not necessary, is much more efficient.

No effort is made to set records of production through the shirt department since extra stress is laid on real quality shirts. In the 5-day week 700 to 900 shirts are processed, with the cleaning-room man doing all the shirt laundering in between his regular duties.

Shirts are all machine-marked, and colored flags are used to identify each 15-bundle load which constitutes a lot. The two girls on the shirt unit find time to mark in, do the handkerchiefs, and even check out orders when necessary. Wrapping and checking out is

MARK-IN AND CHECKOUT are back to back at side of call office. Soiled shirts are tossed into hopper at right as they are received at counter; helps processing on first-in, first-out basis. All shirts go out in shirt packs

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FOR PROMOTING shirt service Dick Townsend relies mainly on attractive drycleaning bags

done for the most part by one employee who divides her time between this and the drycleaning department. In fact, there are four girls in the drycleaning department who can fill in and do a good job anywhere in the shirt department. (We should call the owner "Lucky Townsend"!)

Since Mr. Townsend added the shirt department just a year ago, his cleaning volume has not only increased an even 20 percent but is growing steadily. How much of this increase is a normal reaction of the customers to good drycleaning and how much is due to the convenience of quick shirt service and drycleaning at one stop, is anyone's guess. Whatever the reason, there is a nice solid extra $20,000-a-year income from shirts to take up the slack from the seasonable cleaning slumps. # #

Why Ex-Laundryman Likes Drycleaning

Dick Townsend, a launderer since 1928, got into the cleaning business with the acquisition of the Dutch Cleaners plant in 1945. Just a year ago he sold the laundry and decided to devote full time to the cleaning business. The reasoning behind his move may make drycleaners a little more satisfied with their lot. Dick finds these advantages:

1. Three times the profit in cleaning as compared to the same dollar volume in laundry.

2. Far fewer employees needed to handle a comparable dollar volume of business, which means easier supervision.

3. Fewer pieces handled, with only a fraction of the chance for the errors and mixups that occur in a laundry doing the same amount of business.

4. Fewer claims.

5. More highly skilled employees, which means workers of a higher type, more capable of making proper decisions without running to the boss.

6. Better customer relations . . . no longer a "washwoman."

About claims, Mr. Townsend says the laundry customer who found a favorite washcloth missing (a matter of a cent or two profit for processing) would raise just as much or more hell than a cleaner's customer over a garment on which the cleaner stood to make a much larger profit. There is generally a far better chance of finding a garment than something as small as the washcloth. In either case, the same amount of searching time and the same amount of conversation would be needed before the complaint got settled, and there would be the same risk of a dissatisfied customer or lost customer.

Court Holds Welfare Fund

Union-controlled employee benefit fund under cloud; insurance firms offer more benefits at lower rates

EMPLOYERS HARASSED BY UNION SQUABBLES may be interested in the many-angled case of the employees' health and welfare fund in the Cleveland drycleaning industry. The confused hassle was climaxed by two legal actions, the first taken by one of the union parties to the dispute, the other by one of the employers' groups involved.

The dispute, still unresolved as of this writing, is so complicated and has so many different facets that it is difficult to get a clear picture. The following summary is a condensation of the facts as reported over a period of several months in the Cleveland newspapers.

To understand the situation, it must be explained that while the A. F. L. Cleaners and Dye House Workers controls the cleaning and dyeing industry in Cleveland, there are two divisions of the union. Employees of petroleum cleaning plants were generally members of Local 1. The "synthetic" workers, employees of the smaller plant operators, were generally associated with Local 12. The first has a membership of around 1,000 while the latter has about 400 members. Because of this union division, the smaller shop operators complained that industry wage rates had become unbalanced and unfair competition had resulted.

To match this union division, the employers themselves are organized in two groups. The Cleveland Dry Cleaners Guild has about 30 members, mostly owners of the larger plants, while the Cleveland Cleaners Institute, which claims about 45 members, is largely comprised of smaller operators.

The history of the health and welfare fund dates back to 1949. At that time union officials proposed that in lieu of a wage boost the employers (approximately 140 of them in the area) pay 3 percent of the monthly payroll into a welfare fund which would be jointly administered by a three-member committee, representing

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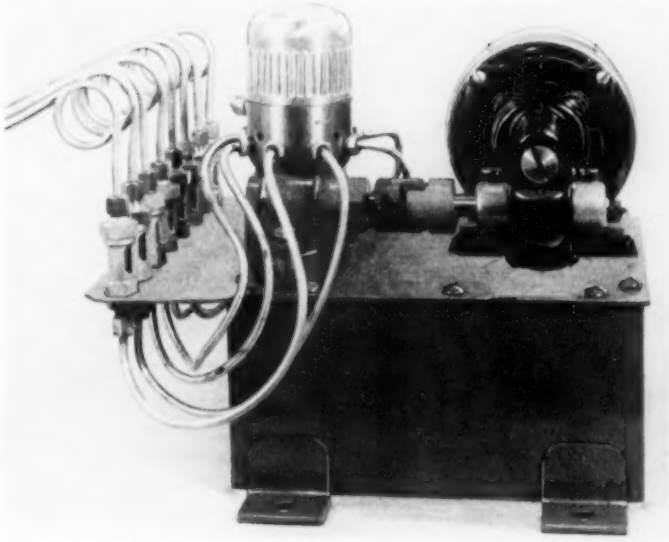

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employers, the union and the public. After April 1, 1951, the figure was raised to 4 percent of payroll and has remained at that rate.

With the renewal of contracts scheduled for March 15, 1953, some of the employers called attention to what they considered abuses in the welfare program. Ben Orlove, president of the Cleveland Cleaners Institute, launched the attack with the charge that the members of his organization had "never been notified as to the identity of the industry representative but did learn that the public or impartial member of the three-man committee was the union's attorney. We have heard from time to time who our representative was but never given the opportunity to select him."

Earlier this year, spokesmen for the smaller employers strafed the administrators, claiming that the fund had dwindled, with no explanation of the large disbursements. They further charged that efforts to inspect the books had been rebuffed.

John Zitello, fund executive and general secretary of the A. F. L. Dry Cleaners and Dye House Workers Union, denied that secrecy beclouded the fund and added that not a single complaint about its operation had been brought to the attention of union officers. The records he released to newsmen, however, revealed that approximately one-third of the $317,353 paid into the fund for employees since April 1, 1950, had been disbursed for operating expenses.

Mr. Zitello stated the high overhead for administering the program was necessary because of purchase of equipment, payment of salaries to trustees, a nurse, two office girls and five "collectors and adjusters needed to get payments due from smaller employes." The fund had a cash balance of $166,500 on January 1.

Since death benefits of $1,000 and sickness benefits of $15 a week for 13 weeks went into effect October 1, 1950, the records listed benefits paid out totaling $43,500 and expenses of $109,674 for administering the fund during its 33-month existence.

Actual and Potential Benefits

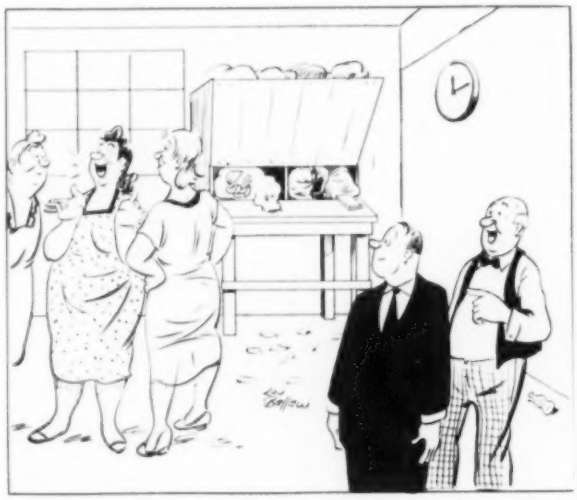
Mr. Orlove contends that union members would derive greater benefits if the fund were turned over to an insurance company. The plan then under consideration would provide a $2,500 death benefit and sickness and accident benefits of $25 weekly for 26 weeks. Several insurance companies, Mr. Orlove said, had indicated they could fund the program and provide increased benefits with payment of only 2½ percent of monthly payroll by employers, as compared to the 4 percent now being paid.

Such a plan would also eliminate payment to trustees—another facet of the problem to which the small operators object. Mr. Orlove said he understood the trustees, contrary to original provisions when the fund was set up, are paid amounts ranging from $250 to $800 a month for their services. Mr. Zitello admitted payments but would not disclose the amounts.

Several days after the attack on the union-controlled welfare fund, Mr. Zitello announced that a maximum of 14 days' hospitalization would be paid in addition to benefits then in effect. He asserted that the increased benefits had been planned three months previously and had no connection with the controversy over operation of the fund.

In February, Mr. Zitello again announced increased benefits under the union-controlled welfare fund. Effective April 1, health benefits would be increased from $15 to $20 and death benefits raised from $1,000 to $2,000. He said the accelerated rates were the results of a six-month study which had been made.

The Cleveland Cleaners Institute meanwhile demanded the resignation of the industry member as a trustee of the welfare program on the grounds that he received a salary contrary to the original understanding. It was also pointed out that he was never selected by the employers to serve as their representative.



"The one in the middle is the most fully automatic piece of equipment in the place."

Meantime, the campaign to change the present welfare fund received surprise support from Earl Johnson, president of the union's Local 12, who announced that he and his members were also opposed to the present operation.

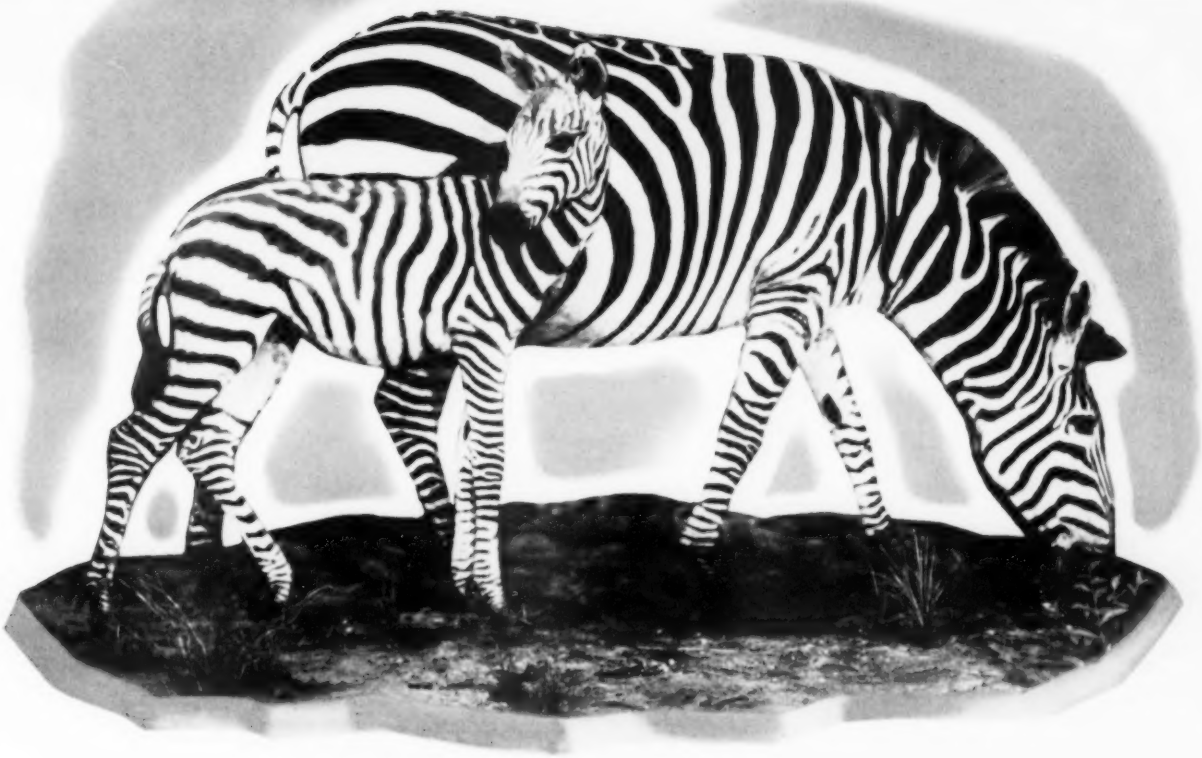
The upshot of this turn of events was the suspension by Mr. Zitello of Mr. Johnson and 11 other officers of Local 12. He cited that Local 12 was "trespassing on the jurisdiction of Local 1" and that Local 12 "was conflicting with the entire membership of the industry in interfering with the operation of the welfare fund."

By early February, newspaper accounts indicated that the suspended officers were ready to give up active participation in the fund fight and return to the union fold. In March, however, Earl Johnson and other members of Local 12 took legal action against Local 1, calling for an accounting and separation of funds and the return of the local's records.

Although negotiations for contracts are conducted on an industry-wide basis, individual agreements are signed by the union with each concern. The current contract expired March 15.

The Dry Cleaners Guild voted to continue the present plan, which was given a vote of confidence by 450 voting members of Local 1. The Cleaners Institute continued the struggle by filing an interpleader action in the two suits previously filed by Local 12—the first for an accounting of the welfare fund and separation of its funds from those of Local 1, and the second for recovery of its books and records.

Because the plantowners are bound by contract to pay the 4 percent of payroll to the welfare fund, the Cleveland Cleaners Institute requested that both welfare contributions and union dues be made payable to the court until the confused union situation was cleared up. The action was approved, and fund payments by Institute members have been made to the Common Pleas Court. # #



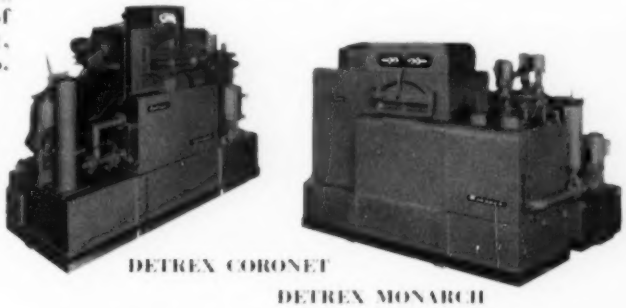
now in TWO sizes

The remarkable Detrex Two-Bath Process for using 3% to 4% concentration of super strong soap is now available on both the Monarch and Coronet models. This means that any drycleaner, regardless of his present volume, can enjoy the time-saving, quality-boosting, profit-making features of this latest Detrex development.

THE TWO-BATH PROCESS was introduced last year on the big Detrex Monarch and is now sweeping the industry. Drycleaners who install this revolutionary new process are quick to report phenomenal reductions in operating costs due to easier finishing and near elimination of hand spotting and wet cleaning. As a result, their profit-per-unit takes a substantial jump. Just as important, the new-garment texture and color brilliance is so noticeable that customers can actually SEE and FEEL the extra quality of this outstanding cleaning process. The upshot is a substantial growth in volume almost immediately! These are facts substantiated from actual data supplied by users.

NOW IN THE TWO-BATH CORONET, Detrex makes these same advantages available to drycleaners in the lower volume range, to pick up shops and press shops. The combination of low initial investment and the profit-building two-bath process make this husky little money-maker the value giant of the industry.

FOR COMPLETE INFORMATION on either the Detrex Monarch or the Detrex Coronet just fill out the coupon on the back of this page or drop a note to DETREX CORPORATION, Box 501, Detroit 32, Michigan. Dept. I-5



DETREX CORONET

DETREX MONARCH

The Monarch for 120 lb. hourly capacity; the Coronet for 80 lb. hourly capacity. The two-bath process for 3% to 4% strong soap-solvent solution is optional at extra cost on both units.

DETREX

The Process that Shaped the Industry

this could be YOU

On the morning of March 31, 1953, we received a letter from Joseph Jordan, a new owner of the Detrex Two-Bath Process. His spontaneous, unsolicited enthusiasm is so typical of the reports flooding in from all over the country, that we have reproduced his letter here for you to read in his own handwriting.

ANOTHER TRUE DETREX SUCCESS STORY

PHONE 2862 R
Jordan CLEANERS
161 PINE N.E.
WARREN, OHIO

Detrex Corp.
Detroit Mich
Mr. Norgren
Dear Sir:
I have been operating your Monarch dry cleaning machine for 10 days, and want to tell you that in the fifteen years that I have been in business I have never seen such beautiful dry cleaning.
I would like to ask you if you could send me some kind of literature so I can do some advertising explaining to the public about the new two bath method.
In the ten days that we have been operating we have only washed four garments.
It is really unbelievable.
If you do not have this information please advise me where I can get it.
Yours very truly
Jordan Cleaners
Joseph Jordan

DETREX CORPORATION
Box 501, Dept. I-5
Detroit 32, Michigan

Please rush me without obligation complete details on the new Detrex Two-Bath Process.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Detrex equipment is sold and serviced from coast to coast through a network of distributors.

These distributors have been individually selected by Detrex on the basis of "know-how" and ability to render top-flight service. Well versed in drycleaning in all its phases—trained to recognize and serve your every need—they stand ready to fill all your drycleaning requirements.

For the full Detrex Story, call upon the Detrex distributor in your area. Just fill in the attached coupon and mail it today. We will advise you of his name by return mail.

When To Blow Your Own Horn

How Texas cleaner uses telephone to tell customers about difficult jobs well done

IT'S USUALLY NEWS to the customer when she get cleaner's call about successful handling of problem garment. Calls have been major builder of goodwill

HIDING YOUR LIGHT under a bushel makes no sense for the drycleaner when he has successfully accomplished a difficult job. On that theory Claude Pressley, head of Pressley Cleaners & Dyers of Waco, Texas, has based an unusual telephone follow-up program.

During the past three years the business has built up not only goodwill but a reputation for handling tough jobs, by means of phone calls to customers made specifically to establish that fact. According to Mr. Pressley, when the cleaner has scored a real accomplishment in garment restoration, he should not only be proud of it but tell the customer all about it.

A sharp lookout is kept for the difficult orders which come in from time to time, such as hard-to-remove stains. A notation is made on a pad kept handy at the counter in the plant store, also in duplicate in the drycleaning room. Thus, not only the worried customer's comments but the experience of the drycleaner provide a source of information for methods of handling the problem. Then, after the garment has been processed, a notation to telephone the owner is made on the same sheet.

The telephone call is made whether the customer picks up the garment or has it delivered. Many women, naturally, are extremely pleased upon picking up their clothing to find how good it appears, and thank Mr. Pressley profusely. More, however, merely accept the order in the garment bag at the door without opening it then or discussing it with the driver.

Follow-up Is Prompt

The telephone fills the gap ideally, Mr. Pressley has found. Preferably on the next day, but always within three days following delivery, he telephones the custimer, introduces himself, and without wasting time explains that Pressley Cleaners is extremely proud of the job accomplished on the garment involved. He describes the methods which were used to overcome the problem, points out exceptional steps which the Pressley firm has employed in gaining customer satisfaction, etc.

Quite often this call brings an immediate and enthusiastic customer reaction. The customer will think back and remember what caused the stains which required such highly skilled spotting to remove. In other cases, women customers in particular have confessed that they felt their garments beyond assistance when they brought them into the plant.

"The most important point is that more than half of the customers telephoned were not aware that there was any particularly difficult angle involved in their drycleaning," Mr. Pressley said. "Most men, for example, look at stains without excitement and simply trust that the drycleaner will get them out. When we tell a businessman, for example, that his suit was badly stained with some substance which had to be first detected and then patiently removed, he is always interested. Frequently, a conversation will run into several minutes' time as we enlighten the customer on the job already performed and promise similar cooperation in the future. Then we are certain our name is bound to come up whenever the subject of drycleaning is mentioned."

Similar telephone calls are even more effective when made to customers who were certain the drycleaner would have rough sledding. The call, in such cases, is usually met with such expressions as "I meant to call you and thank you, Mr. Pressley."

"It means something for the head of the plant to make the call," Mr. Pressley said, "so that I spend whatever free time I have in this work. If I cannot make the calls myself we rotate the responsibility among plant employees. Results of these telephone follow-ups have been more loyal patrons, a larger volume of drycleaning from all sources, and a reputation which is a real asset." # #

Is 4% with no rinse

An intelligent answer requires thorough consideration of

FATTY ACIDS LEFT IN GARMENTS
EXCESSIVE SOAP LEFT IN GARMENTS
INCREASE IN COST OF SOAP
SACRIFICE IN WHITENESS RETENTION

by PAUL WARREN

Have you been intrigued by this tempting short-cut?

Are you asking if the 4% soap solution actually works as well without rinsing as it does with a separate rinse?

Do you want to have your cake and eat it too?

Before being led off on any tangents, plant both feet firmly on the ground and think the problem through clearly.

The two-bath method as used with a 4% solution of FORMULA 886 was the first process in the history of dry cleaning to bring the near elimination of wet-cleaning without harmful effects to the fabrics.

Today, the original sceptics of the Strong Soap Process have come to admit the superiority of the 4% solution. The advantages of the 4% are now recognized by all. The 4% has given an *entirely new* concept of dry cleaning. The 4% followed by a pure rinse has placed the dry cleaning industry on a higher plane than it ever before enjoyed. Increased volume and reduced operating costs in plants using the 4% two-bath method indicate a bright future for the industry as a result of this technological advancement.

The 4% "no-rinse" plan presents a threat to current progress

The remarkable progress which the industry at large is making while converting to the two-bath method is in jeopardy because of a movement to eliminate one of its all-important features.

There are some former opponents of the SSS who tell us that they now agree that the high concentration of active ingredient in the 4% solution removes more soil, and in so doing brings more business and effects savings throughout the plant. But they disagree with STREET'S recommendation for a rinse in pure solvent.

"Eliminate that unnecessary rinse" they tell you. *"Without that separate rinse you need no changes in piping or solvent storage."*

Right. But without that separate rinse you don't have the two-bath method which has brought its users all of that additional business while effecting those tremendous savings in operating expense.

Eliminating the rinse following the 4% would set the industry back many years. It would retard the splendid progress now in the making in plants converting to the two-bath. It would temporarily demoralize those who have already invested in conversion to two-bath. Before permitting this *"no-rinse"* movement to gain momentum, each of us should face up to the problem fairly and squarely and accept the facts.

Why the near elimination of wet cleaning necessitates a rinse in pure solvent

The charged system requires no rinse.

The charged system, employing ½ to ¾% 886, produces results so far superior to the old fresh-soap-to-each-batch method that no one can question its added cleaning powers, and yet the increased concentration leaves no excessive oiliness in the fabrics.

An even greater improvement in cleaning is effected when using 6 times as much soap as used in the no-rinse charged system. Charging the system with 4% of 886 makes possible the increase in conductivity of solvent to the extent that it actually provides the long

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practical ?

sought near elimination of all wet cleaning.

Obviously, if the solvent charged with 3 to 4% were to be maintained at the same degree of purity as solvent charged with ½ to ¾%, the cost for soap would be approximately 6 times as much, because 6 times as much soap would be removed in distillation or removed by sweetner powder.

The first logical step in circumventing excessive soap cost is to extract the soap solution following a continuous run on 4%, so as to salvage the 4% for repeated use for an indefinite period.

Then, in order to remove the fatty acids, cholesterol and other soluble impurities which build up in the 4% solution, the fabrics are rinsed in solvent which has not been activated with soap and which has not been contaminated by the soil from dirty fabrics. This rinse solvent may be maintained in a relatively pure state at a relatively low cost because most of the 4% solution has been extracted and returned to the 4% system before the fabrics reach the rinse solvent.

The advantages of this two-bath method may be readily recognized by all:

1. It permits the use of 6 times as much active ingredient as used in the charged system.
2. It permits rinsing in solvent in a consistently purer state than the one-bath charged system, and thus insures brighter colors and whiter whites with complete freedom from odor. Of equal importance, the volatile rinse eliminates the possibility of subsequent spotting rings or swales, and permits much shorter tumbling cycles than when the garments are contaminated with excessive soap and soluble impurities.
3. Extracting the 4% solution prior to rinsing holds the soap cost per 100 lbs. of fabrics cleaned at the same level as the charged system, in spite of the fact that 6 times as much soap is used.

In reviewing this, every reader surely must be impressed with the complete logic of the whole procedure. Chemists and engineers consider it the only scientific approach to the optimum in dry cleaning efficiency. Plant owners who have used it are quick to give enthusiastic testimony backed by cold statistics which prove the savings in operating expense and the business-building opportunities it offers.

No mysterious "wonder drug" to eliminate the need for rinsing 4%

Now supposing you are eager to enjoy the near elimition of wet cleaning made possible by the two-bath method with FORMULA 886, but you are tired and hurried, and you would like to take an easy short-cut which would by-pass the changes in piping, fittings and solvent storage which are attendant to conversion from a one-bath to two-bath operation. You consider the use of a highly concentrated solution, but without a separate rinse.

Your temptation to avoid facing up to the problem would be enhanced if someone told you about some mysterious soap that would clean as well in 1% as 886 cleans in 4%. No such wonder soap is as yet known to science. Accept that as factual.

Or you might be further tempted if someone described a soap which could be used in a 4% solution, and in some mysterious way resisted adsorption by sweetner powder, thus permitting the continuous use of the same 4% solution without excessive buildup of impurities, and yet without loss of soap through the use of sweetners to remove the impurities. *Now get this straight.* Accept the following statement which is made with no reservations. There is no effective commercial product offered as dry cleaning soap, or detergent, or cleaning-aid or soap substitute which is of an oily nature and which is not removed by adsorptive sweetner powder to approximately the same extent as FORMULA 886. No dry cleaning soap on the market today resists the adsorptive properties of the leading sweetners. To say of a soap that it "*May be used with sweetner*" is meaningless. All dry cleaning soaps may be used with sweetner. However, one should hasten to add that all dry cleaning soaps are susceptible to adsorption by a sweetner powder.

Your temptation to try the 4% with no volatile rinse might be further enhanced if someone said he had the panacea in a new wonder soap which could be used in a 4% solution without rinsing because of its mysterious properties for leaving no excessive oiliness in the fabrics. *Nonsense!* If the 4% of any given soap left less oiliness in the fabrics than 886 it could mean only one thing: *said soap contains that much less non-volatile active ingredient than 886.* If it contained half as much non-volatile active ingredient, then it would leave half as much oiliness; but half as much active ingredient would fall far short of imparting the con-

See next page ▶

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ductivity imparted by 4% of 886, and which is so essential in reaching the goal of near elimination of wet cleaning.

Anionics Cationics Non-Ionics
Amines Esters Condensates

These words are meaningless to the average layman.

They are also meaningless to the chemical engineer as far as their association with the problem of rinsing is concerned. Dry cleaning soaps made from any of these materials are of an oily nature. All will leave what most observers would consider excessive oiliness in fabrics cleaned in a 4% solution without rinsing. If one left less oiliness than another the difference would be accountable to a reduction of active ingredient in the 4% rather than to the type of base.

It is well to be on guard against loose statements made about these chemical terms. None of these materials has any mysterious advantage when eliminating the rinse after the 4%. If a soap made from one type contains as much non-volatile active ingredient as a soap made from one of the other types, the amount of oiliness left in the fabrics will be substantially the same.

But what if one type did have some unheard of property for being oily without leaving an oily feel on the garments? The impurities which build up in the 4% solution still present the same problem. If the 4% solution is distilled, the cost is prohibitive. If sweetner is used in an attempt to maintain reasonable purity in the 4%, the sweetner removes too much of the 4%.

Regardless of what type of dry cleaning soap is used, if it introduces as much non-volatile active ingredient to the system as 4% of 886, it then should be rinsed from the fabrics in uncharged solvent. No type of soap has an advantage over another as far as the need of a volatile rinse is concerned. As to the cleaning properties, the type which imparts the highest conductivity to the solvent while solubilizing a substantial amount of water is the type which comes closest to providing the near elimination of wet cleaning.

Leading manufacturers prepared to render service on two-bath

In addition to the 40 field technicians employed by STREET'S, all of whom are highly trained in all phases of the two-bath method, many leading allied tradesmen are prepared to render two-bath services.

Leading manufacturers of both petroleum and synthetic solvent equipment are now offering new equipment especially designed for the two-bath method.

Many of these manufacturers in both the petroleum and synthetic groups are also offering units for converting old equipment to two-bath.

Large sums have been spent in designing and retooling, in order that you may benefit from the savings made possible by this scientific method of dry cleaning. These machinery people made these large expenditures after receiving convincing evidence of what the two-bath would produce. The evidence that prompted them to re-design is just as convincing today as it was before they started. The evidence is just what you would expect from the use of 6 times more soap than used in the charged system, followed by an infinitely purer rinse than used in the charged system.

Don't contribute to any movement that would in any way impair the progress now being made by your industry as a whole. If you are ready to graduate from the ¾% charged system to the 4% super soap solution, *do it right*. Prepare your plant for the two-bath system. The advantages of the volatile rinse are as great as the advantages of 6 times as much soap.

REQUIREMENTS OF SOAP FOR THE TWO-BATH METHOD

To produce optimum results in the two-bath method the soap must be designed to provide

1. Extreme solubility, so as to pass through the filter in its entirety, without reduction of original charge.

2. Extreme stability, so as to avoid break-down by acidity of the soil, which would result in loss of strength.

3. Properties for imparting high electrical conductivity while solubilizing substantial amounts of water in the filtered solvent. High conductivity is necessary for maximum removal of ground-in soil as well as water-soluble soil, and for maximum whiteness retention.

FORMULA 886 was originally designed by STREET'S for the sole purpose of meeting these specifications. The efficiency of this now famous formula is dry cleaning history. Some of the formulas later marketed in a frantic effort to emulate 886 resemble the original in some respects but not in all. No other product provides for the near elimination of wet cleaning with equal safety and practicability. Alert operators by-pass costly experimentation by standardizing on the original.

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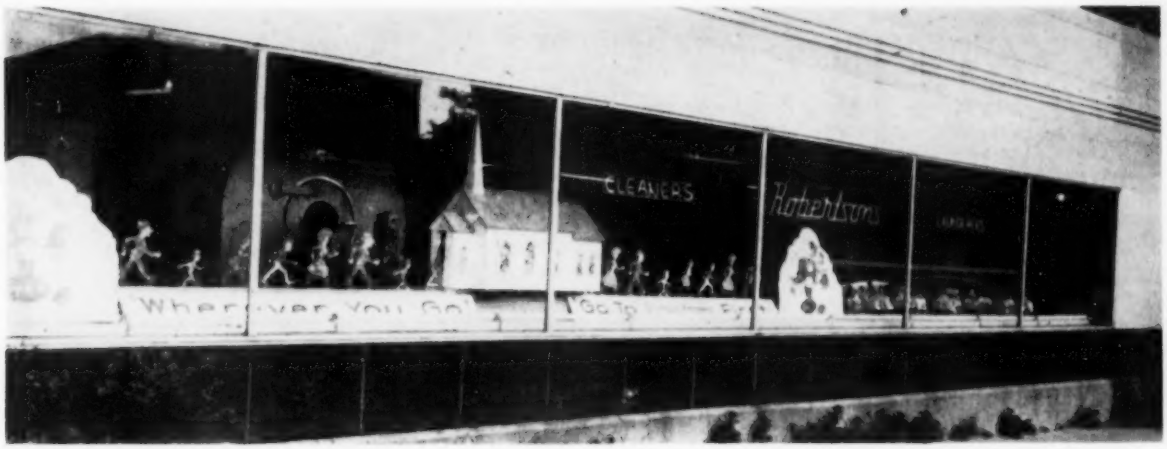


TWO ANIMATED DISPLAYS liven long front window. At left, figures on conveyor belt moving in and out of church; dancing dolls at right

Dancing Dolls Dramatize Window

Animated displays designed by plantowner are town landmark and tourist attraction

ONE OF THE "SIGHTS" of the Great Lakes resort center of Sault Ste. Marie, Michigan, is the display window of Robertson's Laundry and Dry Cleaners. The attraction is a series of animated displays created by the versatile owner, Jim Robertson.

Stars of the show are a group of gaily dressed "dancing dolls" that perform on a specially designed conveyor belt. The dolls are mounted on small tin cans, which in turn are mounted on swivel platforms. As the belt moves, these swivel platforms touch projections which cause the dolls to turn in a dancing motion. These projections are on both sides of the belt line, so that the dolls turn first one way, then the other. The display is spotlighted, with fluorescent lights for evenings and dark days to keep it always on show.

Mr. Robertson first started using animated displays several years ago when he got an idea for a conveyor-belt ad for his laundry. Moving on the belt, miniature wooden figures in soiled clothing seemed to march through a miniature laundry plant, then come out on the other side white, clean and happy. Actually, the soiled figures went in one end of the building, then turned down under it, while the clean figures came up on a second conveyor belt and continued the parade.

The same idea has since been adopted for other displays and for advertising messages using moving letters, as for example, "Salute to high school graduates." Mr. Robertson draws the outlines of the figures and letters on plywood. A local carpenter cuts them out and fastens them to the conveyor belts.

Power is supplied by an electric motor which is fastened to a gear-reduction device that turns a shaft. This shaft furnishes the power to move a flat, 4-inch-wide belt carrying figures or letters. These are fastened to the belt by means of steel angles.

Like other plantowners, Mr. Robertson is demonstrating the benefits of using personal talents and hobbies to promote business and build up local goodwill. # #

VERSATILE plantowner-artist Jim Robertson shows how dancing figures are mounted

QUESTIONS and ANSWERS

Stains on White Coats

The customer claims the stains on these short white coats were not there when she brought them in. Can you tell us the nature of the stains and how to remove them?—*L.G.H., Puerto Rico*

The stains on these garments illustrate two problems, redeposition of soil and metal corrosion.

I believe some type of processing was carried out on these garments that caused them to be quite damp in the affected areas at the time of drycleaning. These damp areas provided an excellent filtering medium which amounted to a depositing of soil in these spots. Also, it seems that some felting of the fabric has occurred in some areas, probably due to the same condition of excess moisture.

The metal corrosion can be traced to the same condition that caused the redeposition. The moisture present evidently combined with some of the alkali in the soap used. This alkalinity was sufficient to cause metallic corrosion from the button and possibly from contact with the metal cylinder.

It is rather doubtful if these garments can be restored. To attempt it, first begin treating them for redeposition of soil by soaking them in a paste-soap-and-solvent bath to which has been added about 4 ounces of butyl cellosolve. Soak for about 12 hours. Reclean. Then soak the coats in a bath of water to which is added a wetting agent, about 4 ounces of butyl cellosolve, and about an ounce of ammonia. Soak about 8 hours, working occasionally. Wetclean and rinse well. Place in a bath of water to which has been added a generous amount of one of the rust removers. Soak for about a half hour. Rinse well. Extract and blow dry on a windwhip.

Deteriorated Squirrel Pelt

What caused this fur coat to deteriorate so rapidly, as it is only two years old? You will note two or three torn places to check.—*E.L.C., Georgia*

The garment is assembled squirrel pieces dyed to a gray shade. The fur was very weak to begin with and the customer should not have expected two or three years of wear. As a matter of fact, if this garment is as much as three years old it has withstood wear very well for its class and the customer has got all that she is entitled to out of it.

Rings on Acetate Trousers

The customer claims these trousers did not have rings when they were sent in to be cleaned. Please analyze to find out what caused the rings.—*E.C., Ohio*

These trousers are made of cellulose acetate yarns. The "rings" present have been caused by a loss of color from the acetate fibers.

Acetate dyestuff bleeds very profusely in the presence of alcohol or alcoholic solutions. When such an alcoholic solution contacts an acetate fiber the dye immediately begins to bleed and move out to the outer area of the spot. This results in the characteristic ring.

It is impossible to determine definitely the source of the damage but there seem to be traces of a perfume in the stained area. This suggests that while the trousers were packed in a suitcase or otherwise folded a cologne, shaving solution or perfume might have contacted the garment. All of these solutions contain a considerable quantity of alcohol and would definitely cause damage such as this.

The only means of restoration would be to redye the garment.

Fur Collar Worn and Discolored

This fox collar was cleaned on a maroon-colored coat. The customer claims the collar was light beige, almost white; also, that the back was not in this worn condition when sent into our plant. Can you tell us what caused this? The coat was cleaned in Stoddard solvent on a short run.—*K.C.D., New Jersey*

The cross fox collar gives every indication of normal oxidation. The fur was originally blended and the color has faded. What it now shows is probably the true color which the cleaning exposed.

The worn area is directly on the center back and is evenly divided on each side of the center back seam. What has happened here in the five years or more that the customer has worn this collar is that she has rubbed away the light beige top guard hairs, exposing the gray underhair.

The manner and area of the damage are proof that it was done by rubbing. If your cleaning had done this damage, it would show all over the collar instead of just at the center back.

Discoloration of Green Dress

Could you tell us what caused the loss of color on this green dress? The customer claims it was not in this condition when she brought it in.—*E.C., Ohio*

The discoloration of this garment is due to acid gas fading. It will be noted that it is most pronounced at the waist and other areas affected by perspiration. In contrast, it will be noted that under the arms the color remains intact. This is due to the alkalinity of a deodorant that was used. This alkalinity acted as a buffer against any acid build-up and therefore no acid fading took place in those areas.

This type of fading is not caused by any part of the drycleaning process. It occurs only on acetate fabrics and is caused either by absorption of acid gases from the atmosphere or by a build-up of acid from any other source, such as the perspiration in the waist area.

Very often it takes a considerable length of time for this fading to develop. In some instances when the garment is returned in a clean condition the fading is more apparent. There is also the possibility that the heat required in the finishing process might act as a catalyst in speeding up the action of the acids present.

This type of damage is very common. Only recently have the manufacturers incorporated an alkaline buffer on the dyestuff to offset the build-up of an acid condition in the garment, much as the deodorant buffered the dye under the arms of this dress. In this manner they claim to have overcome the problem.

BRINGS YOU PRESSING THAT IS *20 ways*

BETTER! THRIFTIER! MORE PROFITABLE!

the great new HOFFMAN

- **PULL-OUT GARMENT RAILS** — *Saves steps! One rail supports unpressed work, the other holds hangers for finished work.*
- **COOLER TO OPERATE** — *Steel cover plate over Y-piece shields presser's face and chest from press head heat.*
- **IMPROVED TABLE-FRONT INDENT** — *More work surface with less chance for knee bruising.*
- **HYDRAULIC SHOCK ABSORBER** — *Cushions away oldtime jar, jolt and rebound. Smooth silent head openings always.*
- **BUILT-IN HEAT INDICATOR** — *Shows right heat for all fabrics (sensitive synthetics as well as woolens). In full view — ends do-overs.*
- **NEW DESIGN PRESSURE ADJUSTMENT** — *Just "dial" it to suit the fabric. No stooping, bending or tools needed.*
- **STURDIER TABLE SUPPORT** — *Smoothly rounded and strongly braced over longer span. No sag — no tip.*
- **EXACT, EVEN PRESSING** — *Head support is hinged at wider interval. Pressure is uniform over entire buck.*
- **LARGER MAIN PEDAL** — *Steps up production with positive, sure-tread action. Avoids slippage and ankle aches.*
- **BROADER BOX FRAME** — *Designed for enduring duty. Better distribution of applied pressure. More rigidity in buck and table.*
- **CURVED BACKBOARD** — *Gives 2 to 3 inches more work space. Eliminates those clutter-collecting corners.*
- **BETTER PEDAL SET-UP** — *Vacuum and steam pedals in easy reach, without interfering with main pedal.*
- **EASIER ACCESS TO LEVER SYSTEM** — *Helps make inspections and adjustments faster and easier for better production and good maintenance.*
- **MODERN STREAMLINED APPEARANCE** — *Brings out the best in your pressers — promotes new pride in their work.*
- **LIFETIME TABLE TOP** — *Easy-to-keep-clean plastic surface — resists scratches, stains . . . can't snag, splinter or burn.*
- **RECESSED BUCK SUPPORT** — *You can bring work right around below the buck. Clear area — no rumpling or catching.*
- **FLEXIBLE STEAM HOSE** — *Less maintenance, no repacking, binding or steam leaks.*
- **FINGER-TIP HEAD RELEASE** — *Releases head swiftly for new pressing ease, higher production.*
- **POWERFUL VACUUM DRYING** — *Garments are dried fast and hold their press. Longer life for pads and covers.*
- **FAST, SNAPPY ACTION** — *Spring counter-balanced system saves effort speeds work. Ideal for female help.*

TOPS IN VALUE ...SINCE 1905

Hoffman

U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

COUNTER GIRL CHECKS repair job with operator. Alterations department is near store but not out where customer can bother seamstress

ALTERATION JOB is taken by Vern Collver, owner of Reedsport (Oregon) Cleaners

Alterations Can Be Profitable

Small-town cleaner does it by careful cost figuring and close supervision

MAKING THE ALTERATIONS DEPARTMENT PAY dividends for the small-town cleaner is a fairly simple job, according to Vern Collver, operator of the Reedsport (Oregon) Cleaners. Mr. Collver opened his plant in 1932. Ever since the alterations and repair department, except for a year and a half when it was under lease, has shown a profit besides taking care of all free-repair work.

Handling the free repairs requires one operator three hours per day, five days a week, at a rate of $1.50 per hour. This makes a cost of $22.50 per week for free-repair labor, plus a small additional amount for supplies and overhead.

On a $1,200 weekly volume the alterations department requires the full time of one operator and half time of another, or 60 hours. Deducting the 15 hours spent on free repairs, this leaves 45 hours per week on paid work.

Mr. Collver figures his charges so that the department when working on paid repairs brings in a minimum of $3.50 per hour, or a net over cost of labor of $67.50 per week minimum. Deducting supply cost and figuring overhead on the floor-space requirement, which is very small, he figures that the department nets him between $200 and $250 a month.

Charges run the average for the area: $1 for shortening trousers; $1 plus for altering trouser waists; $1.50 for altering coat sleeves or shirt sleeves. All altered garments are taken over to the finishing department and given a complete press job.

Paid repairs come in 50 percent over the counter from regular drycleaning customers and 50 percent from local stores that have turned over their repair and alterations work to Reedsport Cleaners.

"We have found," Mr. Collver says, "that we get a good deal of cleaning business as a result of our alteration work. I call on the stores that send us alteration work and ask them to recommend to their customers that they send us their cleaning. This personal solicitation through the stores gets considerable results."

On all work done for local stores, a ticket is placed in a pocket or fastened to the garment. This reads:

> Alterations on this garment were handled by the experienced tailors of the Reedsport Cleaners. After this garment was altered it was pressed in our modern-equipped finishing department.

For his store accounts Mr. Collver gives fast service, often making the alterations while the customer waits at the store for delivery. On alterations which come in over the counter, except for hurry-up jobs on which an additional charge is made, two full days are required. Mr. Collver says that unless he required this time the alterations department would not operate on the $3.50 per hour schedule.

In order to give fast service to the stores and keep the two operators working a total of 60 hours per week, it is necessary to keep on hand a small backlog of over-the-counter paid repairs which can be worked in at slack periods. Also, the free repairs have to be taken care of as they come up so as not to interrupt the work-flow.

Mr. Collver does no advertising for repairs other than personal solicitations to the stores and a sign in the plant store. However, the counter girl has done repair work and understands handling repair customers.

"We always tell the customer," Mr. Collver says, "exactly what the job will cost him, whether he asks us or not. Also, when a garment comes in for cleaning, if it needs repairs we always ask the customer if we can do this work for him. A good deal of business comes to us from these requests."

The alterations and repair department, Mr. Collver has found, is as profitable and satisfactory as any other department in the plant. However, it requires the same close supervision and careful inspection given drycleaning work. Giving fast service and a good job, he has had no trouble holding store accounts. # #

Get This HOW FREE Booklet...

Learn How To Increase Your Business With Low-Cost Screen Broadcast SPOT MOVIES In Local Theatres

GET MORE CUSTOMERS. Advertise your business with Spot Movies. These are already-prepared, *live*-action, talking motion pictures for use by Cleaners and Dyers in local theatres. The use of these films actually cost *less* than printing and mailing circulars. They are the same type used profitably by over 50,000 local firms, including hundreds of Cleaners and Dyers. Spot Movies command virtually 100% attention from audiences made up of *your best prospects,* the people who live in your trade area.

SCREEN BROADCASTS ARE MASTER SALESMEN. These FULL COLOR films give *life* to your sales messages. They cover the many services you offer, including cleaning of Ladies', Men's and Children's wear . . . and they stress that regular cleaning prolongs the life of clothing. Most important, they emphasize that your shop is a friendly and convenient place with which to deal. SCREEN BROADCAST Spot Movies are ready for your use—we handle all details, including booking and inserting YOUR STORE NAME and ADDRESS which is shown on the GIANT screen for a full ⅓ of each film.

Get complete information. Send coupon for FREE illustrated booklet. No obligation.

The Screen Broadcast Companies

Motion Picture Advertising Service Co., Inc.
1032 Carondelet St., New Orleans, La.

United Film Service, Inc.
2449 Charlotte St., Kansas City, Mo.

Members of Movie Advertising Bureau
Canadian Distributor:
AdFilms, Ltd., Toronto

UNITED FILM SERVICE, INC.
Dept. CC-1
2449 Charlotte St., Kansas City 8, Mo.

Please send me, FREE, your illustrated booklet that tells how to attract more customers by advertising in the movies.

Firm _____

Address _____

City _____ Zone _____ State _____

Mr. _____

When writing to advertisers please mention The NATIONAL CLEANER & DYER

EXAMPLE OF INITIAL ADS is displayed by R. H. Brown. "MT" on this one is amplified: "Empty those closets today. . . ." More examples at right

Initial Success Holds Up

Switch to corny copy on comic page starts a steady increase in volume

THE APPEAL OF NOVELTY in ad copy, especially when it's simple and humorous, has been convincingly proven to owner R. H. Brown of Brown Cleaners, Billings, Montana. Over a year ago he told Otto Ford, ad writer for the Billings *Gazette*, he was dissatisfied with the results of his newspaper display advertising and was ready to give it up.

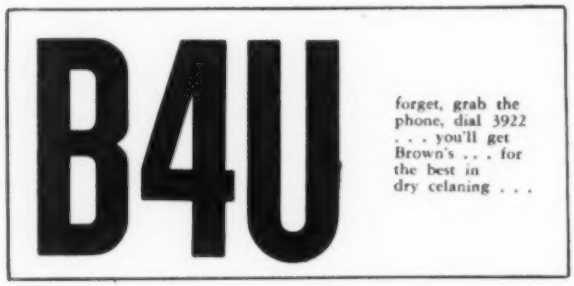
The newspaper man suggested trying a different location, a smaller space, and some novel copy, which he undertook to produce with the drycleaner's help. The result was a daily spot at the top of the comic page, with decidedly different copy.

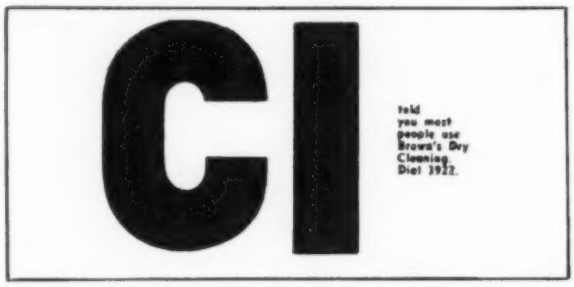
Together Messrs. Brown and Ford worked out drycleaning plugs from familar combinations of initials. For example, "TV" in large letters is followed, in small type, by "Tough Vittles, gravy and other hard to remove spots come off your clothes just like greased lighting when you take them to Brown's for an expert drycleaning job phone 3-3922 . . . . " "RSVP" is interpreted "Raspberry, Strawberry, Vanila, Pineapple . . . . " and so on. Each ad gives Brown's telephone number.

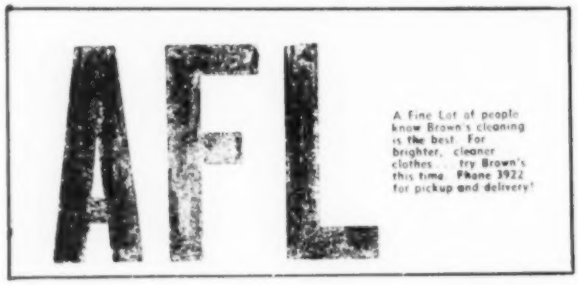
According to Mr. Brown, it's something of a job to dig up one of these for each day, yet he's been doing it for over a year with results far above expectations. Drycleaning volume not only held up for the year but is going ahead a small amount each month. And Brown's still gets daily phone calls about the ads.

"Starting with the admission that the copy is corny," Mr. Brown says, "at first you feel you should apologize for it. This is mistake number one. Any copy, no matter how corny, that gets results needs no apology.

"Next, the location has a great deal to do with the reader interest. Newspaper readers turn to the funny page to escape the sour news that's usually in the paper.







They hope for a laugh, whether it comes from a comic strip or your ad copy. When it's your copy that registers a laugh nearly all of the readers remember it and some of them will remember to bring in some cleaning.

"We have never before had an advertising program which brought in so much new business." ‡ ‡

your...

customers...

will...

cheer...

TRUCLEEN'S

Super-Quality Cleaning

No wonder TRUCLEEN is the talk of the dry cleaning industry!

The Two-Bath TRUCLEEN Petroleum Solvent Unit produces *super-quality* dry cleaning that will bring cheers of praise from your customers . . . because, with TRUCLEEN, you can use *Super-Strong Soap Solution* (up to 6%) in the wash bath. Then you rinse in a separate, crystal-clear bath of distilled and filtered solvent. You can beautifully clean *three different classifications of work at the same time*, and turn out more than 150 lbs. an hour.

By using *Super-Strong Soap Solution*, you actually do your pre-spotting right in the wash bath. You cut way down on spotting after cleaning, too, and almost completely eliminate wet cleaning.

Because the Two-Bath TRUCLEEN Unit is *completely automatic*—washes, extracts, rinses and extracts in one straight-through, automatic cycle—you cut labor costs. One person doesn't have to devote full time to cleaning, but can double up on other duties.

Your customers will cheer TRUCLEEN's extra-special cleaning . . . and you'll cheer when you see how TRUCLEEN brings down your cleaning costs. Yes, and with TRUCLEEN, you can turn out more volume in much less space.

Don't put off another day getting the complete story on TRUCLEEN. *Write now* for illustrated literature and full particulars.

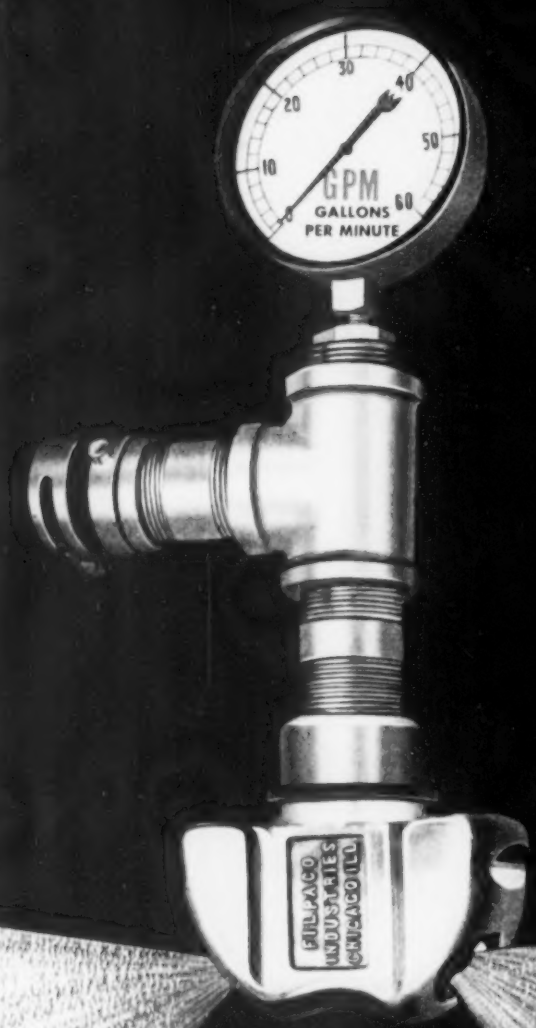
cAe Co.

DIVISION OF THE AMERICAN LAUNDRY MACHINERY CO.

AMERICAN CLEANERS EQUIPMENT CO.

CINCINNATI 12, OHIO

When writing to advertisers please mention The NATIONAL CLEANER & DYER



52

Dry Cleaning Engineers

at your disposal
to demonstrate the
"heavy 4% Charge" to you . . .
in your plant,
on a guaranteed basis.

Adco, INC., Manufacturing Chemists Since 1908
Sedalia, Mo.

4% CHARGE EXTRACTOR-RINSE

Adco's New "Perfect Balance" Extractor-Rinse Spray Head

Adco's Perfect Balance Spray Head for use with the extractor-rinse has only two jet spray nozzles. Perfectly engineered so that no matter what size the extractor is, it can be so placed that an absolute equal amount of solvent sprays to opposite sides of the extractor at the same time, assuring smooth, balanced operation of your extractor with no additional load on your motor, which is oftentimes caused when the spray is inefficiently distributed by spray heads which are not perfectly balanced. Engineered so that it will not spray outside of the basket in any manner. No flanges on extractor lid necessary.

4% CHARGE WASHER-EXTRACTOR COMBINATION

Adco's 4% Charged System with New, Light-Colored Dri-Sheen

New, Light-Colored Dri-Sheen is "tailor-made" for use with the heavy 4% charged system, whether it be with the extractor-rinse method, or ready-made washer-extractor equipment, or the 2-washer, 2-filter combination. Due to Dri-Sheen's make-up it rinses much easier and more completely than any other charge soap. This easy rinsing feature alone makes Dri-Sheen superior for use in the heavy 4% charged system. No chance of leaving soap in your garments, with the resultant hazards. You are assured of bright, clear, soft garments when you use Dri-Sheen with the extractor rinse, or washer-extractor combinations, or 2-washer, 2-filter combinations. Equally important new Light-Colored Dri-Sheen gives absolute moisture control because of its faster and more complete absorption of moisture used.

Call, wire or write ADCO for complete directions for "heavy 4% Charge" usage in:

1. **Extractor-Rinse Operation.**
2. **Washer-Extractor Combination.**
3. **2-Washer, 2-Filter Method.**

ASSOCIATION NOTES

Dyeing Problems Transferred to Guild: Concurrently with its change of name to National Institute of Drycleaning, the NID announced that it has discontinued its dyeing department. Because of the technically specialized and peak-season nature of garment dyeing, it was felt that it was not possible to give members an adequate service with sufficient promptness.

Dyeing problems and service are being referred to the Garment Dyers Guild of America or one of its members. The Guild has a coast-to-coast membership and the individual plants will provide dyeing service and answer dyeing questions.

A list of Guild members may be obtained by writing to Allan J. Copeland, Executive Secretary, Room 710, 520 N. Michigan Ave., Chicago 11, Ill.

# #

New Organizations: Thirteen drycleaners of **Victoria, Texas,** have joined to form the Victoria Qualified Dry Cleaners Association. They have announced their aims as improvement of standards, encouragement of ethical practices, and public education. Officers are C. A. Young, president; Ed Pribyl, vice president; Mrs. Ralph Molina, secretary; W. C. Harvey, treasurer, and A. J. Garner, publicity chairman. The group is planning to publish a cartoon series giving consumers advice on buying and care of garments.

The recently organized **Valley District (Texas)** Dry Cleaners met recently at Mercedes to choose officers. C. L. Curtis, Model Dry Cleaners and Laundry, Mercedes, was elected president; C. M. Sanders, Capitol Dry Cleaners, Edinburg, vice president, and Johnny Burris, Bill Burris Dry Cleaners, McAllen, secretary. W. P. McMahan, Sr., of Troy Cleaners, McAllen, a director of the Dry Cleaners Institute of Texas, presided at the organization meeting. A talk and film were presented by Victor B. Towner, field service representative of the NID.

# #

Iowa Plans Clinics: The Iowa State Cleaners & Dyers Association has announced a one-day technical clinic to be held in Oelwein in June, another in Carroll slated for July. A two-day short course in new cleaning and spotting techniques will be given in Des Moines in September.

Rug Cleaners Start Promotion: Beginning with the April 13 issue, the National Institute of Rug Cleaning is starting a series of weekly one-inch ads in *Life*. The ads feature a little figure "Nirc—the Nixie." Tie-in window posters, truck streamers and other promotional material will be available to members. The NIRC is also planning a public relations program for professional rug cleaning.

# #

Local Meetings: Members attending the March meeting of the **Southeastern Indiana** Dry Cleaners Association at Batesville toured the plant of their host, Paul J. Meyers, American Cleaners & Dyers. The gathering was addressed by George Whitcomb of Frye Bros., who discussed soaps and spotting, and Miss Mae Kennedy of Kennedy Spotting Institute.

A large attendance marked the March meeting of the Lakeshore Division of the Dry Cleaners Institute **(Ontario)**. The division is planning cooperative advertising and the use of space at the Oshawa annual exhibition as steps in consumer education. The Sarnia Division had a Ladies Night on March 14. Members and their wives toured Jackson's Cleaners in London.

The March 10 meeting of the **South Texas** Cleaners & Dyers Association decided to adopt the "Qualified" plan of public relations presented by Jack Chancellor of the Fort Worth Dry Cleaners Association. The plan includes display of an emblem, a series of store cartoon posters and a code of ethics, also to be posted.

# #

New Yorkers Dance: Over 500 members and their ladies from the New York metropolitan area attended the annual dinner dance of the Neighborhood Cleaners Association, held March 22. A highlight of the evening was the opportunity to see the first television program of the group's current campaign. Mel Wasserman was chairman of the social committee, which provided dancing and entertainment. A wristwatch was presented to Lou Gelman in appreciation for his services as past president of the New York Chapter.

The Nassau Chapter meeting, held in Hempstead on March 12, heard a discussion of the advertising and insurance programs of the group, and saw the film, "After the Ball Was Over." The Schenectady Chapter reported that it was starting television advertising. A

NEW OFFICERS AND DIRECTORS of Canadian Research Institute of Launderers and Cleaners. Left to right, back row: C. H. Bayley, National Research Council; A. J. Cameron, Sidney, director Nova Scotia; E. W. Finlayson, secretary-treasurer CRI; G. K. Gage and C. A. Bruder, Winnipeg, directors Manitoba; H. Lexier, Regina, director Saskatchewan; A. B. Christopher, Vancouver, director British Columbia. Front row: R. L. Smith, Calgary, director Alberta; R. A. Murray, Hamilton, second vice president, director, Ontario; G. A. Proulx, Ville St. Laurent, vice president, director Quebec; Dr. Carl L. Von Harten, Vancouver, president, director British Columbia; M. S. Aarons, Saskatoon, past president, director Saskatchewan; J. E. Hickey, Summerside, director Prince Edward Island. Not in picture, directors: J. Fraser, St. Johns, Newfoundland; W. Forsyth, Halifax, Nova Scotia; A. W. Stone, Moncton, and W. H. Wilson, Fredericton, New Brunswick; W. S. Richardson, Sherbrooke, Quebec; R. Rivard, Windsor, Ontario; L. Farmer, Edmonton, Alberta

"another TINEA PELLIONELLA bit the dust!"

Nope, it's not a rampaging redskin tribe—just dictionary talk for plain old pesky moth. But no marauding Indians ever did the damage those "Tinea pellionella" do either—destruction in millions of dollars annually. There's an answer though: MONITE—the guaranteed insured mothproofing that thousands of smart cleaners use as an extra added customer attraction.

No extra labor or equipment required—applied in the wheel—costs only 1½ cents per average 3 lb. garment.

ADCO

MONITE
INSURED
MOTH PROOF CLEANING
PROCESS

Adco, Inc.
Manufacturing Chemists Since 1908
Sedalia, Missouri, U. S. A.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

meeting of Utica drycleaners, who plan to form an NCA chapter in that city, was held March 18.

# #

NEW CLEVELAND GUILD OFFICERS, left to right: Al Miller, Edward Friedman, Carl Kergaard, Sidney Paston

Local Elections: At its March 11 meeting the Dry Cleaners Guild of **Cleveland** elected the following officers for 1953-54: Edward D. Friedman, Swift Service Stores, president; Albert Miller, V. Miller Dry Cleaning Co., first vice president; Sidney Paston, Excelsior Cleaners, second vice president; Carl Kergaard, Kergaard Cleaners, treasurer. Mrs. Lucile H. Seidman remains as executive secretary.

The **Erie (Pa.)** Dry Cleaners Association recently chose Tom Chido as chairman, Jose Sulzycki, president; Park Tibbens, secretary, and Pat MacAluso, treasurer.

New 1953 officers of the **Ventura County (Cal.)** Cleaners Association were chosen at a recent meeting at Oxnard. They are: Frank Bullard, Santa Paula, president; Jack Keltner, Camarillo, vice president; Lester Ellis, Oxnard, secretary-treasurer; Ben Kaplan, executive officer, and Rex Krammer, Oxnard; Floyd Harkness, Ventura, and Dale Hutchins, Fillmore, board members. Rex Krammer is program chairman and Max Koren public relations.

At a meeting of directors of the **Wisconsin** Dry Cleaners Association, Ed Vasselos of Sheboygan was elected to fill the board vacancy due to the resignation of Harold Whitaker, and Walter Lindeman of Green Bay was elected to fill the vacancy due to the resignation of Frank Bregar.

At its March meeting in Claremont, N. H., the **Twin State** (New Hampshire and Vermont) Launderers and Cleaners elected the following officers: Cliff Davis, Ideal Laundry, Claremont, president; Dan Hebert, Claremont Cleansers and Dyers, vice president; Charles Benton, Williams Laundry and Cleaners, Windsor, Vt., secretary and treasurer. The meeting discussed plans for speaking programs and also for a public exhibit of unserviceable garments.

# #

Panel at Beta Meeting: The March 27 meeting of Beta Chapter (Greater New York) of the NID Alumni Society featured a panel with guest experts in various fields. Members of the panel were Helen Deranian, whose subject was hand finishing; Hank Schuster, National Cleaners Chemical Manufacturing Company, who spoke on drycleaning; Ray Schwenk of R. R. Street & Co. Inc., on wetcleaning, and Louis Dulberg of the West Side Corporation, answering general business questions. President Sam Kaufman acted as moderator.

Members of the group were reported enthusiastic about this type of program, and it is planned to have others at future meetings.

N.I.D. NEWS

Students Simplify Humidity Measurements: Four students of the NID general course, guided and supervised by their drycleaning instructor, Jack Ireland, and their applied science instructor, Walter Marple, and aided by their power plant maintenance instructor, James Gravelly, have come up with what may be the answer to the $64 question now facing the drycleaning industry: "How can I measure the relative humidity of the solvent in my charged system?"

The four students are David Brown, Whyte's Laundry, Inc., Rosslyndale, Mass.; Sidney Blyden, S & K Cleaners, Spencer, Mass.; Jack Baer, Bristol Drycleaners, Bristol, Va.–Tenn., and Paul Ammon, Brown Drycleaning and Rug Cleaning Co., Erlanger, Ky. Assigned the project of studying moisture addition to charged synthetic solvent, they discovered there was no simple, inexpensive, yet reliable way to measure the amount of water.

Putting together known facts and using their own ingenuity, the students devised a "gizmo" that is relatively inexpensive and easy to install on any drycleaning washer, petroleum or synthetic, yet will indicate quickly and accurately the changes in moisture content within the charged solvent.

First, they used one of the basic principles developed in NID's research program on the charged system. This principle is that charged solvents have a relative humidity within themselves just as air itself has a relative humidity. They knew that the air in the shell of a washer above the solvent level during a cleaning cycle has the same relative humidity as the solvent. They placed a glass jar over an opening in the very top of the shell of a synthetic drycleaning washer. Then they drilled a 1-inch hole in the top of the glass jar.

Second, they wanted to circulate air from the top of the washer shell through the glass jar. They tapped into the filter circulation line between the pump and the filter and connected a length of $^3/_8$-inch copper tubing to the filter line. They returned this flow to the sump tank of the drycleaning machine. In this length of copper tubing they inserted a siphon tee. Then they connected the siphon tee to the hole in the glass jar by a piece of glass tubing. As soon as the filter pump was turned on, the high-velocity flow of solvent through the siphon tee created a vacuum that kept a constant stream of air flowing from the shell of the washer through the glass jar.

Third, they needed an instrument to measure the

INVENTIVE STUDENTS, left to right, front: Sidney Blyden, Jack Baer, Paul Ammon. Rear: Instructors Walter Marple, Jack Ireland, James Gravelly

DRIVE-IN CLEANERS OFFER FAST, EFFICIENT SERVICE WITH DOW-PER

DOW-PER's fast action means that you can give "in by 10 out by 5" service, handle more customers per day and make more profit per year

Drive-in cleaners, a recent development of increasing popularity, base their operation on attracting customers by offering the most in convenience and quick service.

Dow-PER* plays an important part in permitting fast, efficient service and is the dry cleaning solvent preferred by many of the drive-in cleaners. Dow-PER requires a short cleaning cycle, one that allows plenty of time for proper finishing and pick-up the same day the clothing is received.

The thoroughness of Dow-PER cuts down on spotting which also means faster service. Dow-PER is stabilized, retains its cleaning power thereby eliminating streaks and cloudy areas that require extra time.

All synthetic dry cleaners can benefit by using Dow-PER, for in addition to working fast and thoroughly, it is safe and economical to use. Call your Dow-PER distributor today and have him show you how you can offer your customers the best in service and make your business really pay off. Be sure to ask him for the counter cards, informative literature and window decals that tell your customers you use high quality Dow dry cleaning solvents. THE DOW CHEMICAL COMPANY, Midland, Michigan. *Trademark

you can depend on DOW SOLVENTS

DOW

When writing to advertisers please mention The NATIONAL CLEANER & DYER

relative humidity of the air in the glass jar. George Fulton, NID's director of research, told them about the electric hygrometer that is being used in its current research program on the charged system. This instrument, while it is very accurate, is quite expensive. Furthermore, because of its polystyrene elements, it would be damaged by perchlorethylene vapors. The ordinary hair hygrometer, commonly used in storage vaults for humidity control and also in desk and home hygrometers, was ruled out because of its slow reaction to changes in relative humidity.

Mr. Marple suggested that they try an entirely different type of hygrometer, operating on the principle of a thin hygroscopic membrane. This instrument— the Serdex Hygrometer—when placed inside the glass jar, looks like the answer. Accurate when checked with the sling hygrometer—almost instantly responsive to changes in relative humidity in air—it reflects sensitively the changes in moisture content within the charged solvent at all times during the cleaning cycle.

NID's March 1953 *Reporter*, No. N-149, shows the method of hooking up this hygrometer on either a synthetic or a petroleum washer.

# #

Harold LeRoy Promoted: Harold C. LeRoy, manager of NID's field technical service, has been promoted to superintendent of the Institute cleaning plant at Silver Spring, Md. He succeeds W. P. Hamlin, who is leaving NID to manage one of the largest drycleaning plants in the South. Mr. LeRoy is well-known to drycleaners throughout the country and his experience as a plant-owner together with his training at NID makes him well-fitted to handle his new responsibilities.

# #

Course for Allied Trades: The NID announces that, in response to many requests from manufacturers and distributors of drycleaning equipment and supplies, it is now offering a course for associate members. It will be a 2-week short course incorporating selected material from the present 3-month general course and from certain phases of the management course.

The content of the course will include lectures and practice in petroleum and solvent drycleaning, with two lectures devoted to NID's research on the charged system; spotting and wetcleaning; silk and wool finishing; fibers and fabrics; applied science; problems arising from faulty manufacture, as a result of wear, and originating in the plant. Management topics will be presented in lectures and will include production management, business administration, and human relations and sales.

The educational conference will be open to associate members and their bona fide employees. The first will be given May 4-15 at NID headquarters in Silver Spring, Md., with attendance limited to 25 students.

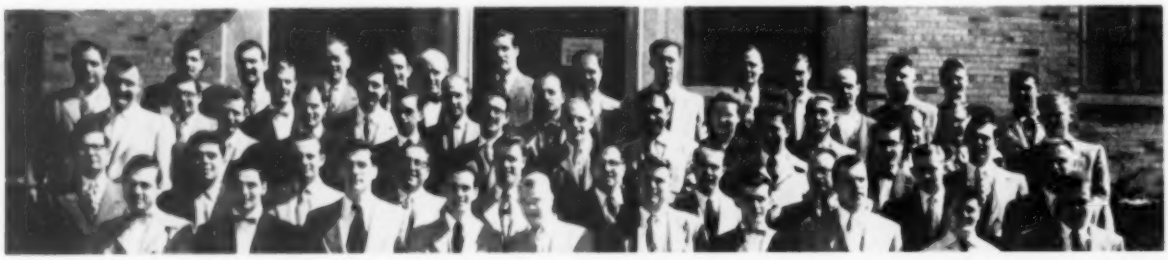
# #

WINNER AND WELL WISHERS, left to right: Mrs. Nordahl, Ernest Walker, Marvin Nordahl, Sam Darko, Michael O'Neill

Slogan Winner: On March 6, Sam Darko of Darko & Sons, Indianapolis, Ind., chairman of the $1,000 NID slogan contest, presented a $1,000 check to Ernest J. Walker, route salesman for Beebe Cleaners of Sturgis, Mich., for his prize-winning slogan for the drycleaning industry— "Your Cleaner is Your Clothes' Best Friend." Mr. and Mrs. Marvin Nordahl, owners of Beebe Cleaners, and Mike O'Neill, secretary of the Michigan State Association of Cleaners and Dyers, proudly look on.

# #

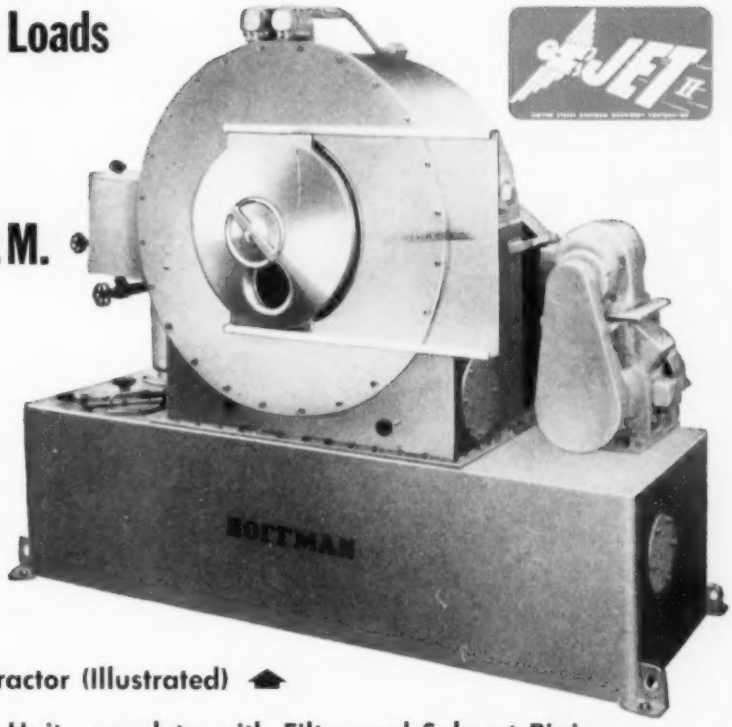
Graduates of 84th General Course: On March 27, 56 students of the 84th NID general course received their graduation certificates. Henry H. Bruhlman, Chatham, Ont., Can., with a scholastic average of 97 percent, won the honor of having his name inscribed on the 64th Class Memorial Trophy. He was closely followed by three students with a final average of 96 percent: Sydney Blyden, Worcester, Mass.; John J. Olmstead, Cincinnati, Ohio; Mary Robinson, Petersburg, Alaska.



GRADUATES OF 84th CLASS: Paul G. Ammon, Erlanger, Ky.; Hyman Arnold, Washington, D. C.; Frank Astramowicz, Gardner, Mass.; Jack W. Baer, Bristol, Tenn.; Bruce E. Büumann, Perryton, Tex.; Warren E. Beam, Staunton, Va.; George T. Beha, Louisville, Ky.; Ralph C. Blain, Carlisle, Pa.; Sydney Blyden, Worcester, Mass.; Eugene R. Braden, Cedar Rapids, Iowa; Henry H. Bruhlman, Chatham, Ont., Can.; Howard Lee Campbell, Seattle, Wash.; Leonard D. Ciafre, Latrobe, Pa.; Raymond M. Cole, Muskegon, Mich.; John H. Compton, Washington, D. C.; James R. Dochos, Washington, D. C.; Robert Desbien, Kansas City, Kans.; Charles R. Downs, Terrell, Tex.; Alex Edelman, Bronx, N. Y.; R. A. Emmons, Jr., Meridian, Miss.; Jerry Fitzgerald, Harrisonville, Mo.; John M. Flaherty, Tampa, Fla.; Howard Friedland, Erie, Pa.; Harry J. Goode, Hyattsville, Md.; Edward Grimes, Kingston, Pa.; James T. Halkias, Drexel Hill, Pa.; John Havlicek, Jersey City, N. J.; James Heath, Jasper, Ind.; Alexander J. Hay, Timberville, Va.; Charles L. Knowles, Montreal, Que., Can.; J. Robert Korneisel, Britt, Iowa; Theodore J. Lamis, Macon, Ga.; Gordon E. Leonhardt, Washington, D. C.; Robert W. Lucht, Camp LeJeune, N. C.; Joseph Maniscalco, Jr., Newburgh, N. Y.; John C. McNeill, South Norwalk, Conn.; Malcolm J. MacLeod, Marysville, Kans.; A. Eugene Metzler, Pottstown, Pa.; Faheam Mire, Kingsport, Tenn.; R. W. Moore, Pittsburgh, Pa.; John J. Olmstead, Cincinnati, Ohio; Joseph Panichello, Vineland, N. J.; Robert A. Paul, Stroudsburg, Pa.; David E. Price, East Point, Ga.; Charles E. Purkey, Morristown, Tenn.; William Reid, Winnipeg, Man., Can.; Mary M. Robinson, Petersburg, Alaska; Ronald L. Saylor, Waterloo, Iowa; William Seaman, Pittsburgh, Pa.; Earl L. Sloan, Winnetaka, Ill.; Alex Slutker, Edmonton, Alta., Can.; Lewis A. Sperry, Muskegon, Mich.; John C. Troy, McAlester, Okla.; Richard R. Walton, Morristown, N. J.; Donald F. Wehrman, Ft. Loramie, Ohio; Raymond Wierda, Jr., North Muskegon, Mich.

and now—here's the H-Jet II for Petroleum Drycleaning

- **Processes 35-Pound Loads in 36-inch Open-Pocket Cylinder**
- **Extracts at 700 R.P.M. with Exclusive "Jet-Balancing"**
- **Available in Your Choice of 3 Types:**



1. **Manual Control Washer-Extractor (Illustrated)**
2. **Automatic Washer-Extractor Unit, complete with Filter and Solvent Piping**
3. **Automatic 2-Bath Washer-Extractor Unit, complete with Filter and Solvent Piping for Charge System requiring separate rinse**

Here's How Jet-Balancing Brings Faster Washing and Faster Drying

Loads are self-balanced in the H-Jet II cylinder. Thus you can have full, open-pocket washing action (no dividing — no partitions). On extract cycle, when load tends to unbalance, cylinder rib opposite the load is instantly jet-filled to restore balance. This permits smooth 700 r.p.m. extraction for more thorough removal of solvent, faster drying of work.

Big news for plantowners using petroleum solvent! You now can enjoy revolutionary economies through the Hoffman exclusive "Jet" principle. Ready now is the H-Jet II for 35-pound loads.* It washes and extracts in a 36-inch open-pocket cylinder. You get full-drop washing action for better cleaning on shorter cycle. And you get top-speed extraction for faster drying, without any need for balancing of loads or special foundations.

Get your Hoffman representative to tell you more about your savings with the new H-Jet II-35. Ask him especially about the manual, automatic or 2-bath automatic type that is best for your plant. Better phone or write, right away.

**Coming soon—the H-Jet II-70 for 70-pound loads and larger models.*

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U. S. HOFFMAN MACHINERY CORP. 105 FOURTH AVENUE, NEW YORK 3, N. Y.

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NO RINSE
NO SHRINKAGE
NO WRINKLES
NO WATER
CARRYOVER

With
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REE-TONE

Formerly Called **REE-TEX**

FOR THE STRONG SOAP OR CHARGED SYSTEM OF CLEANING

Designed for Satisfaction to Your Customers

REE-TONE is Equally Adaptable in the "Batch System" of Adding Detergent to Each Load.
REE-TONE is Light in Color, Barely Tints Solvent and Just a Look Tells You When the Solvent Has Picked Up Dye or Other Impurities and It is Necessary to Distill or Treat the Solvent with Darco, Magnesol, D. C. Filtrol or other purifying powder.

REE-TONE works with ANY filter powder.
REE-TONE does not affect filter pressure.
REE-TONE does not affect proper functioning of a vacuum still.
REE-TONE works the same with petroleum or chlorinated solvents.
REE-TONE makes a long dilution emulsion for adding water and no separate product is necessary.
REE-TONE is non-rancid and cannot leave an objectionable odor.
REE-TONE which is left in garments improves the body, feel, finish and color of fabrics to an extraordinary degree.

Write for the REE-TONE Folder

which supplies further information and simple instructions for using REE-TONE.

Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products in the United States.

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NO SUMMER SLUMP

IF SUMMER DRESSES, SLACKS AND SPORT SHIRTS ARE KEPT OUT OF THE HOME WASHER

YOU CAN DO IT WITH

REE-DRAPE

Which Gives Garments a New Body, Feel and Finish

REE-DRAPE IS DESIGNED TO PLEASE YOUR CUSTOMERS, and this new type of sizing and finishing material is offered for the first time to the general dry cleaner.

REE-DRAPE *is liquid. Mixes easily with petroleum or synthetic cleaning solvent.*

REE-DRAPE *is removed in dry cleaning so does not build up with repeated application.*

REE-DRAPE *is harmless to natural and synthetic fabrics.*

REE-DRAPE *is odorless, neutral and not sticky.*

REE-DRAPE *is non-toxic and harmless to skin.*

REE-DRAPE *is not affected by perspiration.*

REE-DRAPE *increases spot resistance, reducing future spotting.*

REE-DRAPE *reduces finishing cost through easier pressing.*

REE-DRAPE
Can Be Applied By:
The Dip Method In The Wheel
(WITH PROPER SET-UP)
By Spraying
IF NECESSARY

YOUR COST
As Low As ¼¢ for a Silk or Rayon Dress . . . Less Than 1¢ for a Summer Suit

REE-DRAPE PRICES
5 Gal. Can, per gal. . . **$3.95**
1 Case 4 Gals., per gal. **$4.35**
1 Gal. Bottle, per gal. . **$4.70**

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MAIL COUPON

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I want to build Summer Business by pleasing more customers.

Send me:

___ Gals. REE-DRAPE

☐ Complete Information

NAME _____

ADDRESS _____

CITY _____ STATE _____

THROUGH _____
Distributor

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Ads Boost Business As Needed

Change in emphasis adjusts cleaning and shirt volume to plant capacity

VOLUME IN BALANCE with capacity has been both the aim and achievement of Herman Jansen, owner of Vogue Cleaning & Shirt Laundry in Salt Lake City, Utah, for almost four years. Starting with an advertising budget of 5 percent and working with his advertising agent, Bill Skaggs, he has been able to keep both drycleaning and shirt laundry volume up to the capacity of his three plants.

When volume begins to go down, the advertising stresses the advantages of Vogue's 3-, 8- and 24-hour service. According to Mr. Jansen, this approach has never failed to increase volume, in drycleaning and shirt laundering equally.

Just as soon as volume is up, the ad copy switches its emphasis to service. Display space in newspapers and radio plugs pound Vogue's better service, stress the fact that Vogue's operators are specialists, and explain that there is a Vogue plant at a convenient location.

The ads featuring convenient location carry the phrase, "East Side—West Side—All Around the Town." The catchy phrase is sung for every radio commercial when Vogue is working on the service angle.

Another factor, Mr. Jansen says, which has a great deal to do with the success of Vogue's advertising program is a regular letter from the management to each of the 75 employees. These letters or bulletins tell what's new in the organization, explain problems and announce changes in advertising slant. To keep employees informed in advance, Mr. Jansen is convinced, not only cements loyalty but gives the employees information which helps them meet daily problems.

"It all sounds too simple," Mr. Jansen says. "But when we need volume we strike on the 3-8-and-24-hour service with no premium price. This has wide appeal and catches on immediately. Then when volume is up, we change, play up quality and service, and don't mention the quick service, even though it is always available. With this program we are able to boost our volume in a very short time and do it whenever it is needed." # #

NEON WINDOW SIGNS stress 3-, 8- and 24-hour service. When quick service is slant, signs blink 24 hours a day. When promotion plugs other service features, signs are used only at night, blinker switch disconnected

A Neon Sign

DOES NOT MAKE A SHIRT LAUNDRY

A man wants his shirts beautifully washed and finished—and that can be done only in a modern Shirt Laundry, with modern equipment, with skilled shirt operators. A neon sign *might* mean a Shirt Laundry—too often it means just another "pick-up station"—and a pick-up station cannot control quality of production because another third party actually does your shirts in a plant you've perhaps never seen. Only at VOGUE can you get a VOGUE-finished shirt, because VOGUE owns and operates their own modern shirt laundry. At VOGUE every shirt is counted while you wait, you always get a receipt, and you're sure that your shirts are in *responsible* hands.

Vogue's Is The Only -- And Salt Lake's Largest -- Exclusive Shirt Laundry

We're Shirt Specialists—we do shirts and nothing more—no work clothes, bed sheets, family bundles. And, because we own and operate our own large, modern Shirt Laundry Plant (the West's finest!)—we wash and finish shirts to a fresh, crisp beauty you've never before realized possible. VOGUE has always done each shirt exactly as you wanted it—heavily starched, lightly starched, or no starch—and beautifully packaged, too!

3-8-24

HOUR SERVICE

CASH and CARRY

NO PREMIUM PRICE

You're the boss here—the service you want is the service you get! always plenty of parking space, fast, pleasant counter service, cash and carry prices!

OPEN 7 A.M. TO 7 P.M. DAILY

AMERICA'S FINEST and FASTEST CLEANING and EXCLUSIVE SHIRT LAUNDRY SERVICE

Vogue CLEANING & SHIRT LAUNDRY

270 South 3rd East - 9th South at 1st West

9127 West 27th South -- Magna

BRANCH STORE: 2967 Highland Drive

MEMBER: National Institute of Cleaning and Dyeing

NATIONAL DEFENSE WEEK

MILITARY BALL MAY 12

RAINBOW RANDEVU

GET TICKETS NOW AT ANY VOGUE PLANT THE PUBLIC IS INVITED

Sponsored By RESERVE OFFICERS ASSOCIATION

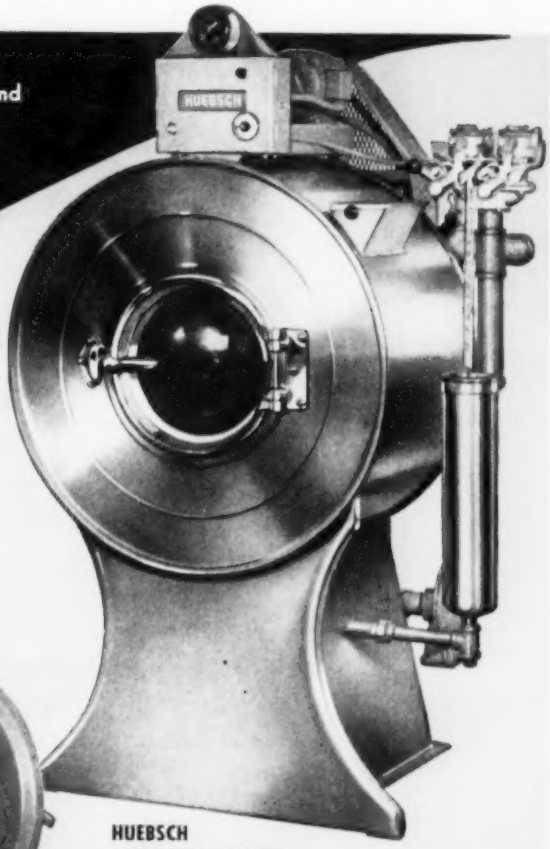
QUICK-SERVICE COPY featured in ads when rise in volume is wanted

For Efficiency, Economy and Dependability . . . rely on

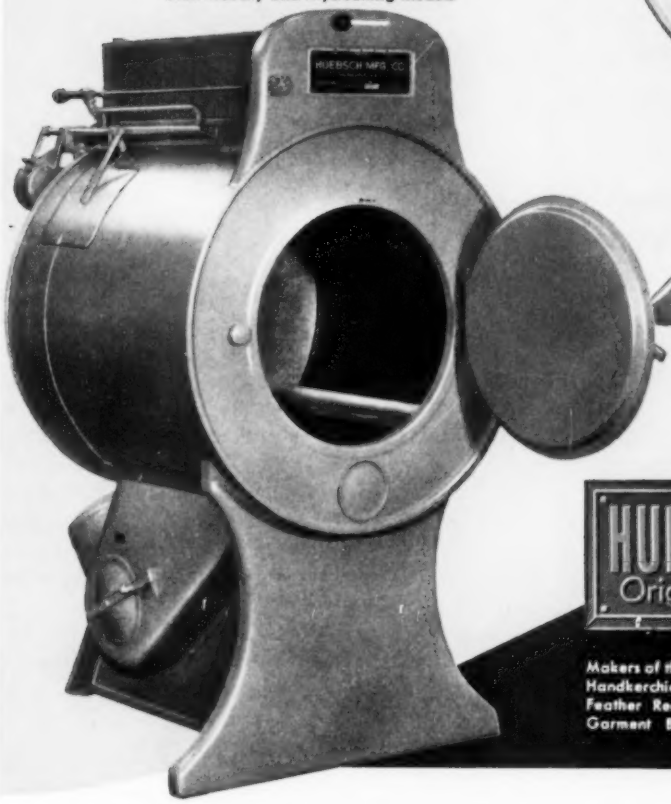
HUEBSCH

WASHERS and DRYERS

• Huebsch, the world's largest manufacturer of open-end drying tumblers—and now manufacturing the newest and finest open-end washer—offers the equipment you need to give satisfactory service at a profit. Ask your Huebsch representative for full details—or write directly to us.



HUEBSCH OPEN-END TUMBLER
Choice of four sizes—Available in both laundry and drycleaning models



HUEBSCH OPEN-END WASHER
37" x 18" cylinder; rated capacity: 50 pounds

HUEBSCH Originators

HUEBSCH MANUFACTURING CO.
3775 N. Holton St., Milwaukee 1, Wis.
Division of THE AMERICAN LAUNDRY MACHINERY CO.

Makers of the famous Huebsch Open-End Tumblers • Open-End Washers
Handkerchief Ironers and Fluffers • Pants Shapers • Automatic Valves
Feather Renovators • Double Sleevers • Collar Shapers and Ironers
Garment Baggers • Cabinet and Garment Dryers • Washometers
Spring-Type Filters

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Are you getting MAXIMUM PROFITS *from your Storage Vault?*

and now—

for a *complete* guide to storage vault installation and operation—

Free!

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THE FUR BOOK—

STORAGE FOR THE DRYCLEANER

18-page reprint of NATIONAL CLEANER & DYER series includes:

building for low insurance rate; fumigation, temperature, humidity; layout, identification, records; inspection — receipt and delivery; how to figure costs and profits; storage selling and promotion.

Fur storage and fur cleaning are only two of the *big profit potentials* in a vault installation. You can get more business from your present customers . . . and attract new customers . . . by offering a complete fur service in your own plant! Get your share of the profits waiting for you in fur repair . . . remodeling . . . merchandising. You can build up a good volume in any or all of these potential markets . . . with the help of

THE FUR BOOK

A Practical Guide to Fur Garment Making, Maintenance, Repairing and Remodeling

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Outstanding teacher-furrier-consultant

Everything you need to know about handling furs: Cleaning, glazing and dyeing . . . how to do repairs and remodeling . . . how to make fur accessories . . . types of furs and how to handle each . . . how to solve fur problems. All clearly explained by the leading instructor in the fur field—with about 200 helpful diagrams and photographs. PLUS a table of estimated costs and a section on building a fur business or department.

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☐ **Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan.** ☐ **Please send also my *free* copy of STORAGE FOR THE DRYCLEANER.**

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WHAT SIZE?

WHERE TO PUT IT?

HOW MUCH TOTAL COST?

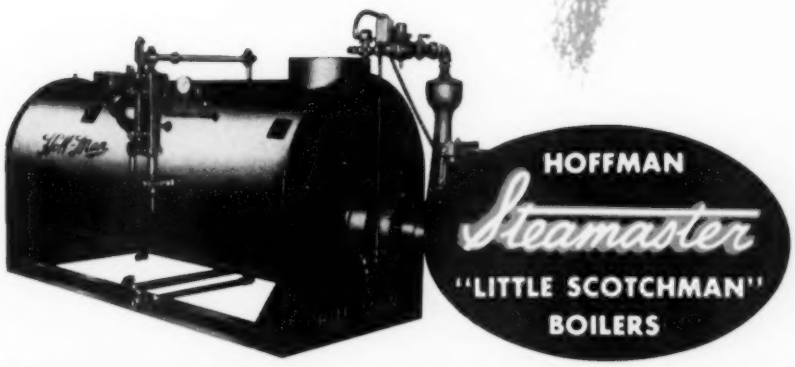
FUTURE NEEDS?

GAS OR OIL?

APPROVALS?

EXTRA WORK?

PEAK LOADS?



You get all the answers with HOFFMAN Custom-Fitted Boiler Service.

By calling on Hoffman *custom-fitted* boiler service, you gain complete, expert assistance from men trained to know your plant problems and interested in your success through the months and years ahead. The right-size boiler — the right location — the right installation are some of the many points they check for you. You are spared guesswork and complications. Ask your Hoffman representative for this service. And profit by the amazingly thrifty operation of a new Hoffman Steamaster "Little Scotchman" boiler, after you have learned the details.

There's a Right Size for Your Plant
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Why "Unserviceable" Fabrics?

A survey of current problems and how they are being met by interindustry cooperation

by ALBERT E. JOHNSON

Director of Trade Relations, National Institute of Drycleaning

From a talk at the twentieth annual convention of the Canadian Research Institute of Launderers and Cleaners, Calgary, Alberta, March 5, 1953

A TRADE RELATIONS PROGRAM has as its primary objective the elimination *at their source* of so-called unserviceable products.

Consider for a moment some vital statistics of the textile industry!

In the United States alone, about 13 billion yards of cloth were produced last year—enough to wrap around the world at the equator about 275 times. Add to this the cloth produced in Canada, and the importations in both countries from points all over the world.

And never before have the fabric-producing branches of this industry been more dynamic technologically. New fibers and fabrics, new dyeing and printing techniques and new finishes have been tumbling upon us in greater profusion than ever before.

Some of the Problems

We know, and so does the textile industry know, that mistakes are made. In some cases fiber development has got too far ahead of the chemistry of properly dyeing and finishing. So there are problems for which solutions have yet to be found. Poor dye fastness, static buildup of electricity, pressing difficulties, etc., are a few challenges which the chemical trades are feverishly working to solve.

There is indifference toward serviceability problems among *some* firms that produce, process or distribute fabrics. With the problems of survival in a fast-moving, cutthroat business, a fabric jobber or dyer and finisher hasn't much time to worry about whether his products are all the consumer thinks they should be. If quality standards are maintained, they must be part of basic operating policy, such as some of the larger firms support. Most small converters and dyeing and finishing plants have no such control over quality, and are guided solely by fabric merchandising factors.

Then there are the garment trades. In the last quarter of 1952—just three months—coat, suit, and dress cuttings in the women's outerwear industries were:

	No. Units	Value	Claims and Returns
Fur-trimmed coats	1,011 thousand	$294.8 million	3.2%
Untrimmed coats	6,302 thousand	11 million	
Suits	3,715 thousand		
Dresses (unit-priced)	30,456 thousand		
Dresses (dozen-priced)	24,936 thousand	267.8 million 81.1 million	4.3% 3.0%
Skirts	19,104 thousand	58.2 million	2.7%
Blouses	36,564 thousand	79.1 million	2.7%

In 1952 the men's wear industry ticked off:

Suits (summer and winter)	19,305.5 thousand
Overcoats and topcoats	5,311.9 thousand
Separate dress and sport pants	45,864.3 thousand

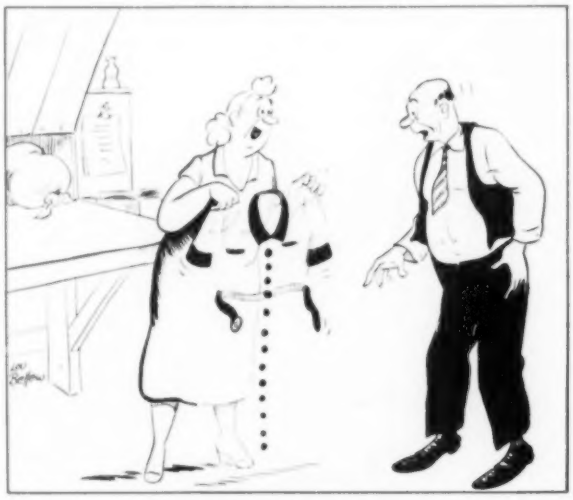
Note that the garment maker has a claims problem that is considerably greater than that of the cleaning industry. Very little of this figure is recovered—no more than 25 percent, according to the National Association of House Dress Manufacturers. Some of the reasons for returns are simply misshipment or late deliveries, but it is surprising how much fabric-defect trouble the garment maker has, too. I have had losses reported to me of as high as $20,000 because of some basic fault that cropped up in the course of manufacture or on which a credit was allowed the retailer.

The picture is a complex one. What can be done to improve merchandise with respect to particular problems of cleaning?

Some Things Accomplished

When you go deep enough into this industry you find that the particular branch of trade directly involved with a serviceability problem may not be large. For example, there are some 500 self-belt manufacturers throughout the United States, but a mere half-dozen firms supply the backings that go into these belts. If a belt problem involves backing material, chances are it comes from one or all of these six firms.

Pyroxylin-coated paper backings, for example, are made essentially the same way by all members of this trade. By working closely with the Belt Association and some of these backing producers a "cleanable-launderable" type of backing was developed several years ago



"Is this a miracle fabric, Mr. Cowles?"

THERMOCON

ELIMINATES HOT SOLVENT TROUBLES

Sold on Money Back Basis!

Save $12.06 Per Day In All-Over Plant Operation For Every 900 Pounds Cleaned By 90 Pound Loads

- Sizes range from Two to 50,000 Gallons Per Hour
- Carries a 5 Year Guarantee with Refrigeration Unit
- Carries a 2 Year Guarantee with Pump Unit
- Carries a 2 Year Guarantee with Immersion Heater

ENGINEERED TO DO THE JOB—
82% of All Your Grief Is Caused by COLD or HOT Cleaning Fluid.

PAYS FOR ITSELF IN 180 DAYS...

Keeps Your Solvent the SAME Temperature . . . Every Day . . . All Day . . . TURN IT ON AND LEAVE IT!

Ask Your Soap Manufacturer What Temperature to Employ With His Soap. We Work With Him.

Patent Applied For:

COSTS ONLY $25 Per Year TO OPERATE

• CALL, WRITE or WIRE

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which four firms are featuring today. The production of this type of backing has been climbing steadily to approximately 200,000 yards per day at the present time. This is not quite half the total production of self-fabric backings of all kinds for the women's wear field, but the gains are impressive and portend less and less trouble ahead with cleaning such products.

Such serviceable backings cost at least two cents more per belt than the older pyroxylin ones but an increasing number of manufacturers are beginning to justify this additional cost. And retailers are being urged to specify such backings. These products are all approved by Good Housekeeping Institute. Their brand names usually appear on the belt with the seal of the Institute and instructions to "wash or dryclean same as dress." The J. C. Penney Company, one of our country's largest retail dry goods chains, now specifies in all its contracts that the backings must be one of the following: Edson, Back-A-Belt, Lamicel, Dura-Bak.

The NID has just concluded a renegotiation of an agreement with the Thermoplastic Button Committee of the Society of the Plastics Industry reaffirming an arrangement whereby the seven producers involved will not make opaque buttons of polystyrene. This was necessary when one of the newer entrants in this field disregarded the original agreement of 1947.

Development of Testing Methods

We often hear that if manufacturers would test their products for cleanability there'd be a lot less trouble. As a matter of fact, the textile industry does a great deal more testing than is realized. But laboratory test methods are not perfect. Field trials in actual commercial operations are limited to products in their development stages only.

The three main authorities on textile testing standards in the United States are the American Association of Textile Chemists and Colorists, the American Society for Testing Materials, and the U. S. Bureau of Standards. Most important in the wet processing fields of textile manufacture is the AATCC.

A primary purpose of this 30-year-old organization of some 7,500 technical members of the wet processing trades is the development of standard test methods. Through voluntary committees and its own research laboratories at Lowell Textile Institute, a great many testing procedures have been promulgated and more are in the process of development or refinement. One of these committees was organized at our suggestion in May 1951. This is the Committee on Drycleaning Test Methods. As its chairman, I can tell you first-hand of its objectives and progress.

Developing a test method is not simple. It must not be too costly to perform, nor entail apparatus too expensive to install and operate. It must be reproducible in any laboratory by any competent technician. It must be directed reasonably satisfactorily at its objective. In drycleaning, of course, the objective is a test that resembles the results of a drycleaning in commercial equipment.

For a number of years AATCC has had a test for determining colorfastness to drycleaning. In some cases the results of the test failed to show faults that later were revealed in actual cleaning. The reason was found to be the absence of washing friction to give the same effect as one fabric rubbing against another in the washer. This failure was particularly true in the case of overprinted fabrics such as flock prints, metalized surfaces, pigment prints, or any overprint in which the color or material is bonded to the fabric. The AATCC test *does* predict satisfactorily, however, the chemical effect of drycleaning solvents upon dyestuffs.

Before long we shall be able to offer a new test for use on overprints as well as for evaluating dyestuffs, the results of which will correlate with one or more cleanings. When such a test is promulgated by AATCC it will become a standard procedure for the entire textile industry.

Cleaning Methods Cause Complications

In obtaining a correlation with cleanings in commercial plants there are likely to be variations. We arranged with a number of cleaning plants to run several sets of the same fabrics from the AATCC project. The systems represent the batch soap and charged methods in both Stoddard solvent and perchlorethylene.

A good example of what we want to learn is suggested in NID's latest technical bulletin, T-298.

Among the products for which manufacturers claimed resistance to drycleaning, but not to wetcleaning, six tested passed NID's specification. Since its adoption in 1948 this has called for a batch soap method of cleaning. But none of the six passed when duplicate samples had been processed in a 4 percent charged system.

Chlorinated solvents sometimes affect colors and finishes more than petroleum solvents. We can sense the textile manufacturer's growing dilemma if the problem is complicated by the current trend toward the charged system. Other factors—such as solvent level, loading, moisture addition, etc.—also bear on the effect of drycleaning on textiles.

So, for the textile manufacturer who wants to turn out products that dryclean satisfactorily, we should hold to some practical standards of cleaning processing, just as we ask textile processors to hold to certain standards of cleanability. I do not suggest a limit to methods of cleaning or to new developments in cleaning, but rather some acceptable measure of the effect of cleaning upon dyestuffs, fabrics and finishes which could be evaluated. Give the textile producer a fixed point of reference from which to measure the cleanability of his product. To be practical such a standard would have to be adjustable to developments in both industries but it would serve at any one time as the criterion of cleaning dependability.

Reaching the Textile Trades

In another "trade relations" approach to cleaning problems NID utilizes the more important textile trade media to present the facts to industry regarding current fabric problems and other subjects of value to our program. Fairchild Publications, the daily press of the retail and manufacturing trades, usually report all NID's technical bulletin releases. More than 25 articles have been published in *Stores*, the official publication of the National Retail Dry Goods Association. Last year *Modern Textiles* carried seven full-length discussions about such problems as water spotting of taffeta, the relationship of acid-sensitive acetate colors to atmospheric fading of these colors, and the shrinkage characteristics of rib weave constructions. (Since then, a cooperative study of the effect of acid soils on acetate colors has been initiated by the Du Pont company.)

We are proudest of the articles on water spotting in loom-finished taffetas and the need for a durable warp size. Since they appeared such sizings are rapidly being adopted by the weaving industry. Burlington Mills reports that all its taffetas now have a durable finish and J. P. Stevens Co. probably has already adopted such a finish. Two finishes reported as the most satisfactory are Stymer LF, a resin formulation of

CLEANING FIT FOR A QUEEN

For fresher, brighter garments keep solvent clean with

BLUE LABEL DARCO DC

Sparkling clear solvent is the secret of high-quality dry cleaning . . . brilliant colors, snowy whites, and fresh-smelling work.

Laboratory tests prove it—leading dry cleaners verify it: Blue Label Darco DC activated carbon is the best adsorbent to remove *all* types of impurities from solvent.

- ***Darco removes more fatty acids:*** adsorbs from 2 to 10 times more of these odor-causing contaminants from very dirty solvent than nationally-advertised filter powders.
- ***Darco removes more color:*** takes out fugitive and bleeding dyes, even when used in small dosages.
- ***Darco saves solvent:*** it retains less solvent and soap in the filter cake.

Regardless of what cleaning method you use, you'll get better looking, sweeter-smelling work when you use Blue Label Darco DC once a day EVERY DAY. Send for the Darco folder D-59. It gives soap manufacturer's recommendations on the use of Darco DC.

Queen of the month
KAROL ANN DRAGOMIR
Miss Michigan, 1952

DARCO

REG. U. S. PAT. OFF.

DARCO DEPARTMENT

ATLAS POWDER COMPANY

Darco General Sales Offices

60 EAST 42ND STREET, NEW YORK 17, N. Y.

ATLAS POWDER COMPANY, CANADA, LTD., BRANTFORD, CANADA

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Monsanto Chemical Co., and Elchem, a product of the Du Pont company.

A project we have strongly supported is the establishment of minimum serviceability standards for rayon and acetate fabrics under the procedures of the American Standards Association. The project was sponsored by the National Retail Dry Goods Association in 1948. Thirty-two organizations aided in the technical development and approval of the 52 standards involved. The standards, adopted last June, will be available within a few weeks.

Under these standards, all important properties of a textile are specified under three classifications: "washable," "wash at hand temperature" and "drycleanable." Under the latter classification, such properties as dimensional stability, colorfastness to drycleaning and wetcleaning, to perspiration, sunlight, atmospheric gases, etc., are clearly specified. These standards are the only group specifications that have been established in the Unted States on such a broad base of representation. They will be extremely valuable criteria for the evaluation of customer-relations problems.

Cleaners Have Responsibility, Too

It is essential in this work to keep our perspective—to allow for fair consideration of the other fellow's position. We mustn't be *too* quick to brand a new product as unserviceable. Garments come to us because they require the professional services of drycleaners. It takes a certain skill and knowledge about fabrics and garments to handle them properly.

The new acrylic fiber, dynel, for example, has the unfortunate property of being unable to withstand a temperature even as low as is required for acetate. But is that fact alone sufficient to brand dynel fabrics unserviceable? Cleaners said the same thing about acetate 30 years ago. The properties for acetate haven't changed, yet it is certainly one of the bread-and-butter materials in the cleaning industry today. This is because we learned how to handle acetate. In years ahead the same may be said about dynel, or any other new product that has some property which makes it necessary to handle it differently. Incidentally, NID has worked with the producers of dynel and they are being guided by what was learned in those studies.

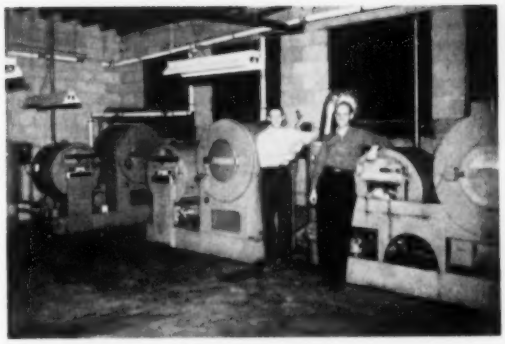
I am not forecasting that the cleaning industry will solve the low-temperature shortcomings of dynel. I do suggest that we evaluate each new development open-mindedly, and be disposed to *accept the challenge* of new products rather than to *disclaim responsibility*. Our continued growth lies in that direction.

We are learning to do this, and at the same time keep our claims losses to a minimum. **The average claims losses of the industry are today only half what they were in 1943. In 1951 the average claims loss for all reasons was .58 percent of sales for 241 plants, a steady decline from an average of 1.06 percent in 1943 for the 121 firms then reporting.** You might compare this with the claims-and-returns losses quoted earlier as an average for the manufacturing trades. In the women's apparel divisions of the retail field, according to the National Retail Dry Goods Association, the net claims loss is estimated at about 3 percent or about the same as in producing trades. By comparison our problem is quite well in hand! = =

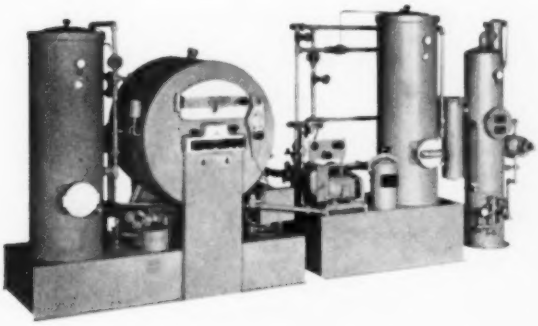
When writing to advertisers please mention The NATIONAL CLEANER & DYER

MERCURY'S TWO METHODS OF TWO-BATH CLEANING

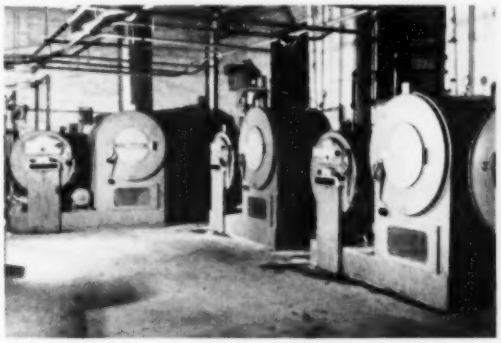
1—Hundreds of Mercury owners have installed MULTIPLE Mercury Units (see pictures at right) for Two-Bath cleaning. One or two units for 3% SSS and one unit for the rinse.



MERCURY CLEANERS—Marysville, Ohio



48 lb. Washer-Extractor with Rinse-Bath Unit and Still

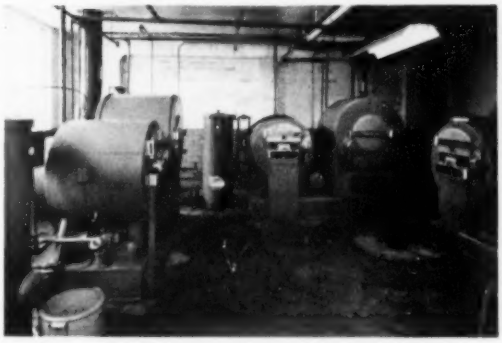


LUNGSTRAS CLEANERS — Kirkwood, Missouri

2—With the new rinse-bath unit (shown in center of picture above) the Two-Bath Method is now possible with *NO TRANSFER OF FABRICS.*

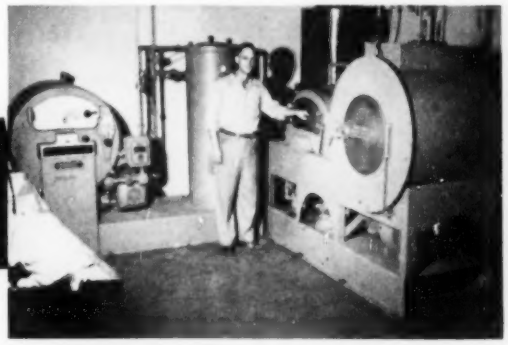
The Mercury Rinse-Unit with Still (optional) may be used with one or two Mercury washer-extractor units; *and* may be connected to *any* size or model of Mercury Unit.

Many larger plants have added a Mercury for specials, reruns or Two-Bath runs of silks and whites. Some have completely replaced less modern equipment with multiple Mercurys; *up to six units.*



GRINER'S CLEANERS — Burbank, California

Available in 36-lb. and 48-lb. sizes for use with either 140° F. or Stoddard solvent.



IDEAL CLEANERS —Valentine, Nebraska

DRY CLEAN WITH DRY HANDS

MERCURY

MERCURY CLEANING SYSTEMS, INC.

1817 BENSON AVENUE, EVANSTON, ILLINOIS

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POSTERS held by owner Merle Saunders are used to advertise his "Dial for Dough" broadcasts

Question Program Builds Sales

Cleaning volume mounts as jackpot mounts for answers to radio quiz

A "DIAL FOR DOUGH" radio program has been on the air two and a half years for Saunders Superior Cleaners at Eugene, Oregon. Listener polls show that it gains in popularity each six months.

The program is on five minutes a day, Monday through Friday. The program is announced, the theme song played, then a phone number is dialed and the person answering is asked the daily question. If the question is answered correctly, the person receives a dollar. If it is not answered the dollar goes into the pot and the next person asked a question receives two dollars, and so on. The pot has run as high as $50 and $60. Merle Saunders, owner of Superior, says when the pot gets way up there the interest is at a white heat.

The question to be asked and the correct answer are posted every day at the Saunders store two hours before the broadcast. When the pot gets up above $25, Mr. Saunders says, as many as 50 people will come to the plant to read the question and get the answer. The surprising thing is that nearly half of these bring along some cleaning.

"We notice our volume climbs," Mr. Saunders said, "whenever the pot climbs."

The following are some of the questions asked and the answers:

Question: What is an ounce? (not a unit of weight)
Answer: A small fur-bearing animal.

Question: What is the first name of the two Smith Brothers whose pictures are found on coughdrop boxes?
Answer: William and Andrew.

Question: Give the next line after "The boy stood on the burning deck."
Answer: "Whence all but he had fled."

Question: How many of the 12 Apostles were crucified?
Answer: Three: Andrew, Simon and Peter.

"Biblical questions create the most interest," Mr. Saunders says. "Next are questions about local events or early-day happenings in the Eugene area."

Numbers to be called are selected from the phone book. Once a number has been reached, it is marked off in the directory and is not again called.

The program costs Saunders $80 per month for the radio time (five minutes a day, Monday through Friday) and an average of $50 per month for the prizes, making a total of $130 per month. From two to three calls are made during each five-minute broadcast. # #

PLEASE RETURN MY WINTER GARMENTS IN CEDAR SHIELD STORAGE BAGS

Yes . . . soon home-makers all over America will be making this familiar request . . . they know when their garments are returned in CEDAR SHIELD Storage Bags . . . they are fully protected against soil and moth damage.

Moths are busy little pests, working year 'round destroying millions of dollars of garments. Prepare now . . . ahead of the season . . . to offer CEDAR SHIELD'S protective service . . . yes . . . place your order early with your distributor so you will have bags on hand for the profitable garment storage season.

Buy "CEDAR SHIELD"—The Finest Storage Bag Made.

Also available in the "No-Fade" Window Style

RASSENFOSS BAG COMPANY • GLENVIEW, ILLINOIS

When writing to advertisers please mention The NATIONAL CLEANER & DYER

CLEANING QUESTION asked by housewife (actress Susan Strong) answered by Murray Sherman, owner of Elmont Cleaners, in rehearsal for TV appearance on program of Neighborhood Cleaners Association

TV Sparks Campaign

Cooperative program of New York cleaners features question-and-answer technique

THE IN-PERSON INTERVIEW is the basis of the institutional advertising program now being sponsored by the Neighborhood Cleaners Association of Greater New York. The backbone of the campaign consists of filmed television spot commercials, in which different members of the group are interviewed by a professional actress representing the housewife.

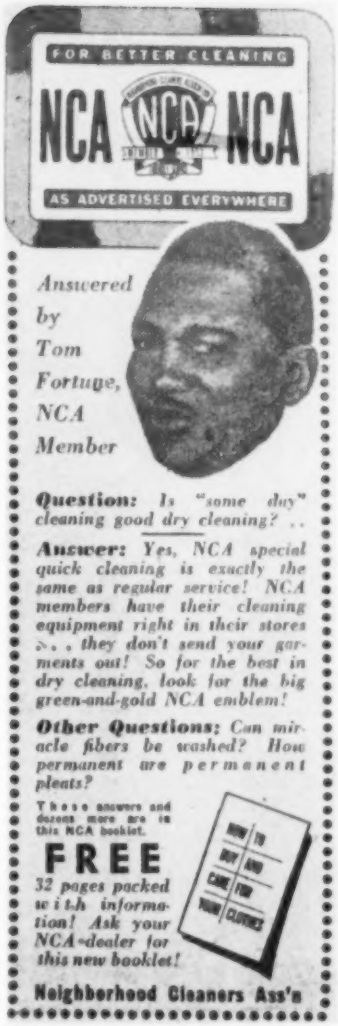
The television programs are given on WOR-TV 14 times a week—once on Saturday, three times on Wednesday, and twice other days, with afternoon and evening spots. In these capsule interviews the participating member identifies himself and his store, then answers a cleaning question which is designed to sell the services of all plants in the group.

A similar technique is used in the radio spots, with members appearing "in voice." Two local stations are used, with two spots every day except Saturday on Station WINS, given in the early morning hours when workers are presumably leaving for their jobs, and between 10 and 11:30 A.M. when the housewives start off for the day's shopping. Two evening spots a week are also broadcast on Station WOV.

Display ads appear in the *Sunday News*, the largest-circulation newspaper in the city. As shown by the example illustrated here, they, too, feature a particular plantowner answering a specific question. All show the association's emblem and announce a free booklet on clothes buying and care to be had on request to any NCA member taking part in the campaign.

These booklets are mentioned also on the TV and radio programs, but are given away only on request of the customer at the store. This is so that the cleaners can check the effectiveness of the program by getting a count on the number of requests.

The booklet, called "How to Buy and Care for Your Clothes," gives suggestions on factors to consider in buying garments, hints on clothes care, some facts about fibers ("miracle" included), about unserviceable and only partly serviceable fabrics, finishes, dyes, trimmings and accessories. It also gives some details about the NCA, and stresses the fact that the members, all synthetic cleaners, operate their own plants on the premises with consequent advantages of quick service and no lost garments.



QUIZ TECHNIQUE is also used in weekly newspaper display ad. Different cleaner is featured in each ad

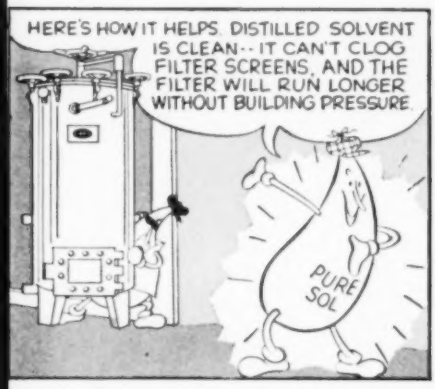
Anyone who sends in an inquiry in response to television, radio or newspaper programs is also given a store directory listing participants in the campaign, incorporating the same details about the association, and advertising the free copies of the booklet.

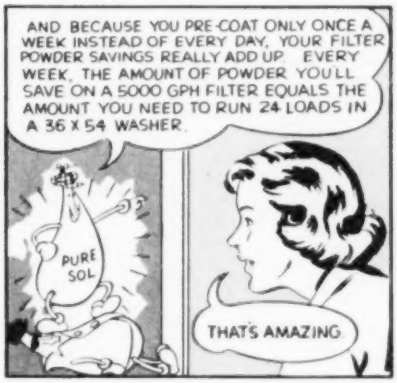
Each participating plant is given a window streamer advertising the booklet and a sign identifying the store as one of the advertisers.

Participants have been advised to keep all employees informed about the advertising program and the giveaway booklets, so that they will be able to handle inquiries at the counter in the absence of the owner.

The New York advertising agency handling the program, Lifton, Gold & Asher, Inc., has also prepared tie-ins for women's-page stories, TV-program interviews, and similar publicity.

The campaign, the first such cooperative venture of the group, is for a period of six weeks, from March 22 to May 2. If it proves as successful as anticipated, NCA plans to run further campaigns, giving all participating members a chance to appear on the programs or in the newspaper display ads. # #





You make 3-in-1 savings with a BUTLER *Pure-Flo** Still!

1. Cheaper . . . It costs only 1/10 of a cent a gallon to distill solvent with your BUTLER Pure-Flo Still!

2. Easier . . . Automatic controls do the distilling job *for* you . . . automatic temperature, heat and solvent feed controls!

3. Faster . . . You can use *any* soap or soap formula . . . do more cleaning in the washer . . . get more out of *all* equipment—faster!

50 gph Butler Still

KANSAS CITY, MO.
Birmingham, Ala. — Richmond, Calif.
Galesburg, Ill. — Minneapolis, Minn.

BUTLER STEEL PRODUCTS

OIL EQUIPMENT — STEEL BUILDINGS
FARM EQUIPMENT—CLEANERS EQUIPMENT
SPECIAL PRODUCTS

Don't let dirty solvent rob you of profits. Save labor and costs with BUTLER Pure-Flo distillation! Write today to have a BUTLER representative test your solvent ***right in your own plant.***

See your Butler sales representative, or write:

BUTLER MANUFACTURING COMPANY
7452 E. 13th Street, Kansas City 26, Missouri

No matter what cleaning equipment you need—
CALL BUTLER FIRST!

STILLS • FILTERS • PRESSES • WASHERS • EXTRACTORS • TUMBLERS • SYNTHETIC UNITS • SAFE-T-THRIFT 140 F. UNITS • EXTRACTING-WASHERS

LEGAL DECISIONS

by A. L. H. STREET

Liability for Garment Damage

A Missouri cleaner asks about legal liability for discoloration or other damage to garments received in a spotted condition. In several cases where the customer did not reveal the cause of the stains nor employees inquire about it, the customers claimed the cleaner should have inquired, and hold him liable.

If a garment on receipt merely shows dirt and the customer does not ask the cleaner to make special inspection, and if the garment is properly cleaned, there is no legal basis for holding the cleaner liable for discoloration or deterioration due to inherent and invisible character of the fabric, unless the cleaner guarantees results. In such cases, it is a good legal defense that a proper cleaning process was carefully used.

However, from both the legal and the practical standpoint, it is poor practice to accept spotted or stained garments without inspection and inquiry as to the cause, even if the customer volunteers no information. If, after inspection, doubt remains as to whether the garment can be successfully cleaned, the patron should be informed that the cleaning will be at his risk. If the customer is merely *told* these things he may deny it afterward. It is best to give him a receipt or check on which is printed or stamped a clause showing that the patron bears the risk, *and attention should be drawn to that clause.*

(Of course, if damage claims are few, practical and goodwill considerations may call for the cleaner to assume risks that he could legally pass on to the patron by proper notice. It is the writer's function only to indicate what the cleaner must do to safeguard against *legal* liability.)

Two court decisions illustrate angles involved:

In a New York case (Twentieth Century Laundry Co. v. Scott, 168 N. Y. Supp. 494) 426 United States flags printed on cotton were apparently in good condition when received, but the stars in many of them were torn or came out in the laundering process. The court decided that the laundry was in the clear *because there was nothing about the flags to indicate that such damage would or might occur*, and because a proper laundering process was used. But the decision was partly based on the court's finding that the damage "was *due to some inherent quality in the materials, of an unusual kind, and which could not be detected by inspection*, and it follows that the proof merely of such damages does not show that the defendent was . . . negligent in its work."

In another case, an appellate court in Louisiana said, in holding the defendent liable for deterioration of curtains:

"It seems clear enough that a laundry should not be held responsible for the damage sustained by materials which are so badly deteriorated at the time of their delivery that they are unable to withstand an ordinary cleaning process, where it has accepted them in regular course of business *and has not been called upon to inspect their soundness.*" But the court noted that in this case the patron had asked the laundry's agent to inspect the curtains and that he found them to be in good condition. The court said that that amounted at least to an implied representation that the curtains could be successfully cleaned. (Gugert v. New Orleans Independent Laundries, 181 So. 653.)

Note that the New York court decided there was no liability for injury partly on the ground that *there was nothing about the flags to indicate they could not be successfully cleaned.* So too much stress must not be placed upon the fact that in the Louisiana case the patron *asked for an inspection.*

Almost any court would decide that, when a garment is in such condition as to indicate to an experienced cleaner that it cannot or may not be successfully cleaned, its unconditional receipt amounts to an implied warranty that it can be successfully cleaned. If the cleaner wants to safeguard himself against legal liability, the risk of such a court decision is at least great enough to call for notice to the customer that he must assume the risk.

Sales-Tax Angle Affecting Cleaners

Are sales of buttons and other supplies to cleaners for use in repairing customers' garments subject to retail sales tax?

This question was answered "yes" by the Colorado Supreme Court in the case of Carpenter v. Carman Distributing Co., 144 Pac. 2d 770, 111 Colo. 566.

The decision involved interpretation of the Colorado sales tax law, and two questions: (1) Should such sales to cleaners be regarded as wholesale? (2) Were the sales exempt from tax under a clause exempting purchases of items "by a person engaged in . . . manufacturing, compounding for sale, profit or use any article" of which the items become a component part?

On the first question, the Colorado court decided that a cleaner is not to be regarded as a retail seller of the buttons or other articles that are incorporated into garments serviced for the owners. In effect, the court took the position that such articles are used and consumed as part of the service rendered, just as are chemicals used, and are not "resold" to the customer. The decision is in line with one rendered by the New York Court of Appeals to the effect that chemicals and dyestuffs used by a commercial dyer were subject to retail sales tax. (Fur Dyeing Works v. Taylor, 5 N. E. 2d 818, 272 N. Y. 275.)

On the second question, the Colorado court said that the exemption provision was intended to avoid pyramiding of sales taxes on sale of items incorporated into products subject to tax on their ultimate retail sale. To exempt cleaners' purchases of buttons, etc., would be to completely exempt those items from tax because the cleaner sells nothing to his patrons.

INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

Chemicals you live by

Would you like his patronage?

This "grease monkey" from the Gold Rush days had to get his clothes cleaned by someone. The best remedy extant for removing grease spots, according to HOUSE-KEEPERS GUIDE AND EVERYBODY'S HANDBOOK, of 1870, was to take ½ pint alcohol and add 10 grains carbonate of potash, ½ ounce bergamot, 1 ounce sulphuric ether, mix and apply with piece of sponge. Perhaps the most interesting thing about this eighty-year-old recipe is that it's chemically O.K.

But what a nuisance! Over the decades the methods of cleaning have become steadily easier, better and safer. Cleaners today who are looking for the finest of all modern solvents are switching to . . .

DIAMOND ALKALI CHEMICALS ®

DIAMOND PERCHLORETHYLENE and CARBON TET

DIAMOND ALKALI COMPANY...CLEVELAND 14, OHIO

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GEORGIA OFFICIALS, left to right: Eileen McDargh, executive secretary; Edgar Eyler; Preston Bunn; Sydney Garrison, president; James Gardner, Jr.; Joe R. May, vice president; J. Herbert Bell; Isaac Flatau; Henry Chandler; Sam Wix; Jesse Rogers; Clifford Morgan

Large Attendance at Atlanta

"YOUR PROFIT KEY to '53" was the theme of the fifth annual convention of the Georgia Launderers & Cleaners Association, held March 18 and 19 in Atlanta. The meeting attracted a record attendance of 801 delegates, over 700 of them plant-owners and key personnel.

The keynote address at the opening session was delivered by Georgia's Governor Herman E. Talmadge, who described increasing business opportunities in the state.

A Washington report was given by Harold K. Howe, AIL's representative at the capital. The convention theme was taken up by G. W. Boyd, Emery Industries, Inc., with his talk on "Pattern for Profit." A program for increasing drycleaning plant profits was presented by R. L. (Bill) Ayers, Jr., of Ayers Cleaners and Laundry, Covington, Va.

H. O. Carlton, director of the North Georgia Trade and Vocational School, gave an account of the training of industry employees at that institute. "The Laundry Business in '53" was discussed by Martin Romeiser, AIL president. Potential profits in today's laundry market were pointed out by E. E. Bishop of Bishop's Cleaners and Laundry, Dothan, Alabama. Still carrying out the "Key to Profits" theme, Ernie Heidersbach of R. R. Street & Co., Inc., outlined three steps to increased drycleaning sales.

The second afternoon was devoted to a demonstration of "New Angles in Silk and Wool Finishing" by George Schlemon and Benton Perry of U. S. Hoffman Machinery Corporation. Over 100 finishing department employees were among the group of 653 persons who attended.

Entertainment included a cocktail party, a banquet with floor show and dance, and a ladies' luncheon.

A contest among allied tradesmen for advance registration was held during the four weeks preceding the convention. First prize was won by Wintzell Massey of F. H. Ross Co. Duplicate prizes were awarded to Earle Hauge of James Cox & Co. and George Walker of Phenix Supply Co., who tied for second place.

At the annual election Sydney Garrison of Moultrie was chosen president and Joe R. May of Atlanta vice president. Directors are Arthur Solomon, Jr., and Edgar Eyler, Savannah; D. R. Tanner, Douglas; Charles Griffeth, Athens; Isaac Flatau and Mrs. R. A. Hill, Macon; Jesse Rogers, Thomaston; H. H. Chandler, S. A. Wix and R. M. Vandegriff, Atlanta; C. E. Morgan, Decatur; Tom Wade, Columbus; J. Herbert Bell, Gainesville; James Gardner, Jr., Conyers; H. F. Meadors, Covington; William H. Buntin, Albany; Lee Blum, Augusta, and Preston Bunn, Griffin. # #

Joint Convention in Dallas

by JAMES A. BARNES

SELLING WAS STRESSED in a number of talks at the joint convention of the Texas Laundry and Dry Cleaning Association and Oklahoma Laundry Owners Association, held in Dallas March 19 and 20. The attendance of just over 300 delegates was the second best at any of the group's conventions.

Actually, the meeting got under way the afternoon of March 18 with a series of visits to Dallas plants, including Fishburn-Oriental, Monarch Laundry, Progress Laundry & Cleaning Co., and Zenith Cleaners & Launderers. Interested visitors also saw the new fully equipped drycleaning plant at the Dallas Vocational School.

The first session Thursday opened with the film, "The Things People Want." Following the showing G. Herbert Koch, general manager of The Allen Laundry, Allentown, Pa., described under the title of "The Non-Magical Formula" his company's sales administration and training programs. Many charts and actual ringing of a doorbell dramatized his contention that there is no substitute for "ringing doorbells."

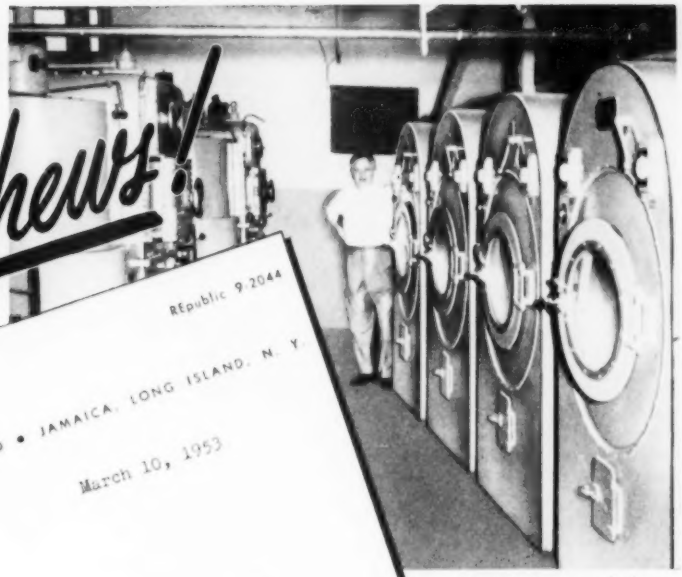
Making his second consecutive appearance before the group, G. W. Boyd of Emery Industries stressed the importance of management planning and the development of proper management attitudes as prerequisites to creating more sales.

The luncheon speaker, Bryan Blaylock of The Borden Company of Texas, delivered a worthwhile message on the value of sound public relations.

Salesmanship took the spotlight again in the afternoon in a panel discussion under the chairmanship of A. B. Spain, Jr., Curran Laundry, Ft. Worth. Participants were Nick Clinch, president of Manor Baking

SOME OF OFFICERS and directors of Texas Laundry and Dry Cleaning Association at meeting in Dallas

Thank you Barrett-Nephews!



SOLVO-MISERS supplied by Carmen & Co.

REpublic 9-2044

BARRETT-NEPHEWS
ESTABLISHED 1819
GRAND STATION ISLAND CLEANERS EST.

8456 PARSONS BOULEVARD • JAMAICA, LONG ISLAND, N. Y.

March 10, 1953

Hoyt Manufacturing Corp.
Forge Road
Westport, Mass.

Gentlemen:

We are pleased to give you our 7 month's experience with our 4 SOLVO-MISERS.

From actual tests run here at our plant, we reclaimed between 93% to 96% of the solvent entering the reclaimer.

We notice that our clothes are now completely dried and have eliminated all wet rings and uneven drying. Because of this and because of the large tumbling action of the Solvo-Miser basket, our pressers find it both easier and faster--with no garment breaks occuring and with considerably less wrinkling.

We are using the Solvo-Misers with four Hoffman Nu Cleaning 60 lb. Systems and because of rush business, at times we have run 60 lb. loads in each Solvo-Miser. However, we average around 35 lbs. per load with drying time 30 minutes. We do not find it necessary to deoderize.

Very truly yours,

Morris Sanders

Morris Sanders, President

P.S. We have had no maintenance with our Solvo-Misers and run them 15 hours per day on a 5 day week basis. We are using the 3% "Charged System," and the Solvo-Misers are easy and simple to operate with this set-up.

SOLVO-MISERS assure successful "Charged System" operations.

The world's largest cleaner, Barrett-Nephews, operating Kent Stores, Boston Golden Bell, etc., relies on **SOLVO-MISERS** to get the work out.

SOLVO-MISER — 3 SIZES

Model A.	**Cap. 20 lbs.**	**$1095.**
Model B.	**Cap. 30 lbs.**	**1195.**
Model C.	**Cap. 40 to 50 lbs.**	**1295.**

HOYT

HOYT MANUFACTURING CORP., WESTPORT, MASS.

LARGEST MANUFACTURER OF DRYERS EXCLUSIVELY

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Company, and Lindsley Waters, Jr., president of Tennessee Dairies, both representing Dallas firms with large, successful route selling operations. The day's activities concluded with a tea dance.

The first in a new series of employee training films produced by the National Institute of Drycleaning opened the second day's sessions. It was shown by Victor Towner, technical field representative for NID. John P. Gray of Adco, Inc., then spoke on "Getting Production Without Ulcers." He was followed by A. H. Rosenthal, both district manager of the Hoover Company, Ft. Worth, and a university instructor in salesmanship, who emphasized the responsibilities of sales management and how to meet them.

Philosophical remarks from Jeff H. Williams, Oklahoma attorney and humorist, entertained the group at luncheon.

In the afternoon delegates had a choice of four conferences held at the same time. Dr. J. C. Alexander, assistant research director of NID, spoke on "Water and the Charged System." "Quality Control" was presented by A. L. Christensen, manager of production control and engineering, American Institute of Laundering. Don E. Tuttle of Procter & Gamble Company discussed "New Developments in Short Washing Formulas." Frank Patton of San Antonio Laundry, assisted by A. C. Skinner, Jr., Oriental Laundry, Corpus Christi, led a discussion on "Combined Washateria and Branch-Office Operations." All four conferences aroused considerable interest and active audience participation.

The convention was brought to a close that evening with a dinner-dance and floor show.

Officers of the Texas Laundry & Dry Cleaning Association elected to serve until the next convention are: David P. Wallace, Jr., Dallas, president; A. C. Skinner, Jr., Corpus Christi, and Tom M. Gallaher, Marlin, vice presidents; James M. Milholland, Jr., Dallas, secretary-treasurer, and Joe Hunt, Dallas, master-at-arms. Retiring president Jack Henckels of Ft. Worth, L. Ray Pell of Houston, and Barry Putegant of Brownsville were reelected to the board of directors for another two years. Others elected to the board, to serve for full two-year terms, are David P. Wallace, Dallas; Ralph K. Pond, Jr., Wichita Falls; Ralph Bumpass, Lubbock; R. R. Willis, Ft. Worth; Fred Page, Houston; L. M. "Mike" Gay, Jacksonville, and George R. Boyd, Borger. Holdover directors are Charles A. Burton, Austin; Charles C. Callaway, Temple; Roland G. Dansby, Bryan; Shriner Harrison, San Antonio; George H. Harvie, El Paso; David M. Ivy, Pecos; Travis La Rue, Austin; Tom G. Leachman, Dallas; George Lohmann, Port Arthur, and Harvey Munro, Beaumont. Ex-officio directors are T. E. Milholland, Dallas; David T. P. Nelson, Texarkana; Albert E. Shepherd, Beaumont; Frank Patton, San Antonio, and Denys Slater, Dallas. # #

Connecticut Cleaners Reelect Slate

ALL OFFICERS of the Connecticut State Association of Cleaners and Dyers, Inc., were reelected at the annual convention held March 21 and 22 at Bridgeport. They are Jerome Epstein, South Norwalk, president; Charles Faye, West Haven, first vice president; Fred Daly, Torrington, second vice president, and Morris Neuger, Darien, secretary-treasurer. Bernard Glasner remains as executive secretary.

New and holdover directors are: Robert Allyn, Watertown; Isidore Bornstein and George Miller, Hartford; James Crawford, Harry Coleman, Sidney Feldman, Adolf Gelber and Alex Koneeny, Jr., Bridgeport; Sidney Goldblatt, New Haven; George Goldberg and Jerry Taub, Stamford; Sam Greenblatt and Frank Iorio, Waterbury; Frank Jacopian, Stratford; Albert Kievman, Naugatuck; Joseph Lascari, Torrington; Peter Panico, Hamden; Max Rosen, Willimantic; Edward Semer, West Hartford; Abe Webber, Derby, and Jules Berkowitz, New London.

The featured presentation was a panel discussion on fabric serviceability, "Where Does the Responsibility of the Manufacturer, Retailer and Drycleaner Begin and End?" The moderator was Dean Eaton V. W. Read of the College of Business Administration, University of Bridgeport. Members representing all interested parties were Mrs. Elton W. Viets, representing consumer groups; Willard Deetz, women's wear buyer for Howland's of Bridgeport; Charles Faye, American Cleaners, New Haven and Bridgeport; Irene Blunt, secretary-treasurer, National Federation of Textiles; Dr. W. E. Coughlin, director of consumer services, Textile Division, Celanese Corporation, and Lawrence H. Richmond, executive director, Apparel Industries of New England.

CONNECTICUT OFFICERS, left to right: Jerome Epstein; Bernard Glasner; Charles Faye; Frances E. Jacopian, past president and convention chairman, and Morris Neuger

Other speakers at the two-day meeting included O. Wade Clanton of Du Pont, discussing "Efficient Operation of Synthetic Drycleaning Machines"; W. Clay Hardin, chief analyst of the NID, on "Problem Garments," and Jerry Daleke, Sta-Nu Corporation, whose subject was "Selling Isn't Dead—Sales Management Is." C. B. Kasson of R. R. Street & Co. Inc. demonstrated some new control equipment to illustrate his talk, "Control of Your Cleaning Process Makes Dollars and Sense."

The Saturday-evening dinner and dance featured Noel Grady, vice president of G. H. Bishop & Co., as speaker. # #

Mountain States Meeting

COLORADO SPRINGS, Colorado, was the site on March 20 and 21 for the annual convention of the Mountain States laundry and drycleaning group. The meeting is held jointly by the Colorado Cleaners and Dyers Association and the Mountain States Laundry Owners Association, whose members are drawn from Colorado, New Mexico, Wyoming, Utah, and parts of Nebraska, Kansas and Texas. The two groups alternate as convention hosts, the laundry association taking its turn this year.

The problems of handling the new synthetic fabrics were the subject of much discussion. Joseph H. North of Denver, outgoing president of the laundry association, claimed that the two industries are meeting the situation.

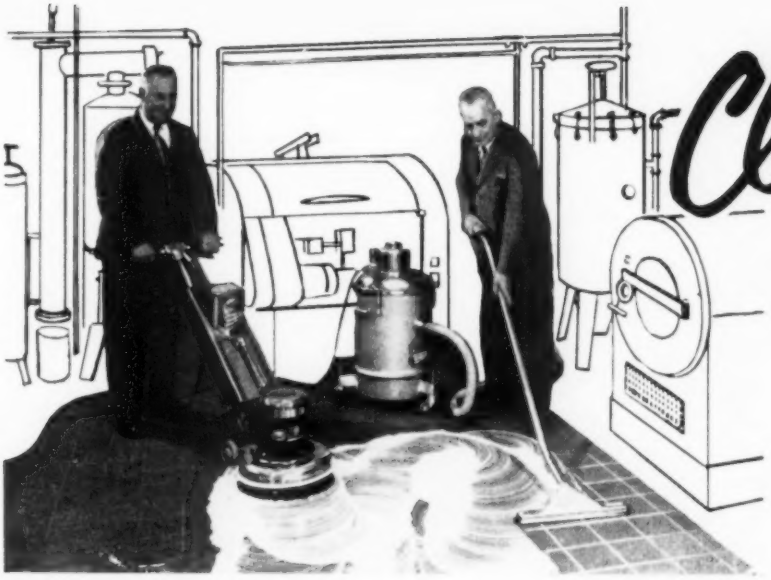
The first talk of the meeting, by Oscar Nielsen, past president of the Nebraska State Association of Cleaners and Dyers, was titled "Wine, Women and Drycleaning." He scored taxes and regulation of the drycleaning industry, and expressed opposition to proposed stand-by controls.

William Jacobs of Kansas City, Mo., gave an illustrated talk on advertising and selling. In his capacity as a director of the American Institute of Laundering, he also discussed advantages of AIL membership.

The new synthetic fabrics and ways of handling them were discussed by Dr. Dorothy S. Lyle, director of consumer relations for the NID.

The speaker at the wind-up banquet was Col. Jack Major, humorist of Paducah, Ky.

As each group holds its elections in alternate years, and this was the laundry association's year, the Colorado cleaners retained their 1952 officers. They are John Stine, Pueblo, president; Charles Popiel, Denver, vice president, and Richard Lyle, Pueblo, secretary-treasurer. # #



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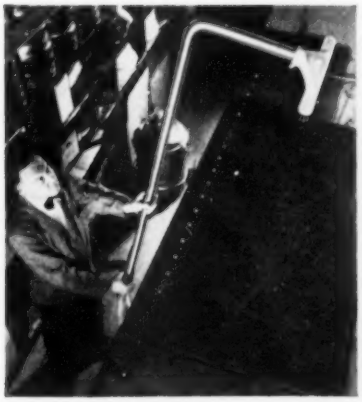
A spick-and-span plant is your best advertisement. It attracts new customers and keeps the old ones coming back. Correct plant sanitation also boosts employee morale . . . prevents accidents . . . keeps garments and bundles free from dust damage. Keep machinery free from lint. Keep your plant clean . . . from floor to ceiling . . . with the HILD Equipment pictured here.

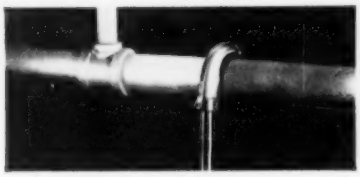
HILD Shower-feed Scrubbing gets all kinds of floors cleaner . . . faster . . . easier. HILD Vacuum Drying eliminates rinsing and mopping . . . lifts dirty scrubbing solution out of cracks . . . dries floors almost instantly.

The same HILD Machine (with or without tank on handle) also waxes, polishes, buffs floors of all kinds with easily interchangeable attachments.



The HILD Vacuum removes dust from shelving up to 18 inches wide without showering dust onto the floor or merchandise below. The brush and extension arm on the "Hi-up" tool eliminate the use of ladders.

Sweeping floors "with air." HILD Vacuum with Sweeping Tool raises no cloud of dust . . . leaves no residue in low spots . . . draws dust and dirt out of cracks. No sweeping compound needed.



The HILD Vacuum with pipe cleaning tool removes dust from overhead pipes. "Hi-up" extension eliminates need for ladders or scaffolds.

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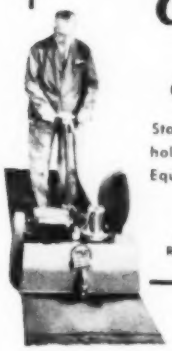

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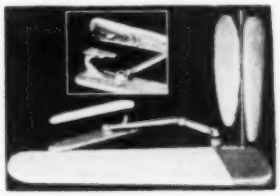
NEWS NOTES

IN THE TRADE

New Sleeve Board Set

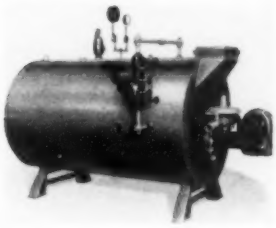


A patented "Three-in-One" sleeve board set has been introduced by the Newhouse Co., 3827 San Fernando Rd., Glendale, Cal. The set consists of three padded and covered sleeve boards of different shapes and sizes, interchangeable on a single base by a simple locking device.

There is also a jointed swing-away arm; one end clamps to the ironing board, with the sleeve board base on the other end. The clamp-on end of the arm has a screw-in upright holder for hanging the boards when not in use.

E. J. Newhouse points out that while the set is sold as a complete assembly, various parts are available separately, such as the three boards and base alone, the standard board and base, the swing-away arm and board holder, as well as any one of the three boards as replacements.

Sellers Two-Fuel Boiler



Sellers Engineering Company has announced volume production of a new boiler, The Supermarine, Model LO, a combination oil and gas steam boiler. This new boiler burns either oil, No. 3 or lighter, or gas, with equal efficiency, the announcement states.

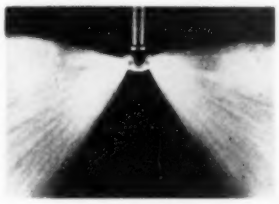
An internally fired marine type, the Supermarine is provided with 7 square feet of water-backed heating surface for each boiler horsepower developed. The shell is of the internally fired two-pass marine type with a large-diameter combustion tube and a battery of return tubes correctly located with respect to the firing tube. There is ample steam space with a safe depth of water.

The burner is designed for this particular job, incorporating all accepted standard features. There is no "gas ring." The fan supplies all of the combustion air whether the fuel is gas or oil. Spark ignition is automatic on either fuel and there is no pilot. If there is either a flame or electric failure, electronic safety controls shut the burner off instantly.

On a changeover from either fuel, conversion is accomplished simply and quickly, according to the manufacturer. The new boiler is also said to be excellent for "emergency standby" equipment.

Further information may be had by writing Sellers Engineering Company, 4876 N. Clark St., Chicago, Ill.

Street's Spray Cluster



The development of a new spray cluster by R. R. Street & Co. Inc. has made it possible for plants using separate washer and separate extraction equipment to use the two-bath process, the company states.

The spray cluster is mounted on the lid of the extractor. Solvent forced through this spray cluster, at a pressure, develops a fan-shaped spray which distributes rinse solvent to the entire depth of the extractor basket, thus ensuring uniform saturation and rinsing of all fabrics in the load.

According to Street's this device, developed after exhaustive research, has proved completely efficient and practicable in plant use.

Information regarding adaptation of the two-bath process to your plant may be obtained by writing to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Ill.

Filter Powder Dispenser

A new device for storing, measuring and feeding filter powder has been introduced under the name "Store and Measure." With this drycleaners can store up to 50 pounds of filter powder in a steam-heated container and accurately feed from one-half to two pounds of filter into the by-pass line.

The Store and Measure is 6 feet, 2 inches high and is located between the trap and the pump. It is self-supporting and requires no special brackets for installation. To insure dry powder the storage chamber, located at the top of the dispenser, is heated with 15 pounds of dry steam, or can be connected to the discharge from the steam trap.

In the measuring chamber are two butterfly valves. By turning the top valve the predetermined amount of filter powder drops into the measuring chamber. The second valve drops the powder into the by-pass line and the pump carries it direct to the filter screens. To operate, the valve on the return line is opened and the valve on the by-pass line closed, giving continuous circulation.

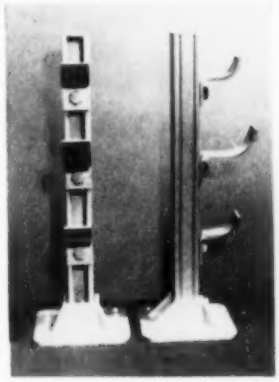
With this dispenser, the powder never reaches the washer, but works between the filter and washer, important with a charge and batch system. By dispensing powder into the line ahead of the washer, a uniform rinsing for every load is assured, it is stated.

Other features include a shaker built into the cone to prevent filter powder from being clogged before dropping into the measuring chamber. The risk of moisture is eliminated by preheating the filter powder in the storage chamber. There is no need of starting and stopping the pump between loads and extracting.

The main mechanical features of the Store and Measure are patent pending. The connections, trap and pipe in the illustration merely show the location of the installation and are not part of the dispenser.

For further information, write to Powder Dispenser, Alton Childress, Palestine, Tex.

Adjustable Piping Stand



A triple-deck pipe stand has been introduced by the Fred H. Schaub Engineering Company, 2110 S. Marshall Blvd., Chicago 23, Ill., designed to solve the problem of obtaining a neat piping installation for steam-heated process machinery. This new pipe stand is completely adjustable to allow for floor misalignment, and can also be adjusted to give steam, return and air line piping the proper gravity pitch. Its use permits convenient location of all valves and fittings, the company states, thus making any maintenance repairs or adjustments less annoying.

A booklet is being prepared with pictorial instructions that will make it possible for the drycleaner or laundryman to do

his own piping, thus saving a large part of the installation cost for hooking up new machinery.

Line Permits Seated Work

A possible partial answer to the difficulty of obtaining dry-cleaning plant employees is the new Elcco line of electronically controlled equipment, according to the manufacturer, E. L. Chrisman Company, Inc., Division of Fleetwood-Airflow, Inc. The company reports that one of the largest trade schools in Southern California, the Los Angeles Technical Junior College, is planning the installation of electronically controlled equipment that permits pressers to remain seated while working, in order to teach pressing to handicapped veterans and disabled students as well as the regular students.

The new Elcco line includes garment presses, spotting boards and other equipment with simple hand push-button controls. Other features of the major piece in the line, the garment press illustrated here, are packless valves, self-lubricating cylinders, and a seat adjustable to the operator. Heavy springs and counterweights have been eliminated in this new Elcco line.

Further information is available from E. L. Chrisman Company, Inc., at 8255 Compton Ave., Los Angeles 1, Cal., or 421 N. Pennsylvania Ave., Wilkes-Barre, Pa.

New Finishing Fluid

A new process for finishing garments has been announced by Drycleaners Research Industries, Inc., 3354 W. Lake St., Chicago. Called "Firmex," the newly developed chemical is injected directly into the steam lines and homogenized with the steam. In microscopic amounts the chemical impregnates the fabric in the finishing process. The company claims that all of the natural fabric oils are thus returned to the fabric, making it soft, new-looking and more easily pressed.

A feature of the method is the specially designed and engineered pump which is part of the system. The pump adds Firmex to the steam lines in precisely measured amounts, the company states, and the requirements for the entire lines, whether for one press or a dozen, are automatically handled.

The pump itself occupies about one square foot of space. It is connected to the steam line with one simple tee connection and plugged into any 110V electrical outlet.

Advantages claimed for the new Firmex process include the noncorrosive and nontoxic quality of the chemical. Also, if through accident an excess amount is applied to a garment, no harm is caused.

Art Friedman, operator of Perfection Cleaners in Oak Park, Ill., is president of the new company.

New Cold Cathode Spotting Light

CELine cold cathode spotting light (left) compared with ordinary type

A cold cathode spotting light, know as "CELine," has been introduced by CELine, Inc., for the use of spotters. According to the manufacturer, it gives off a light in the blue-green region of the spectrum which results in a much sharper definition of spots, making it possible for the spotter to see what the inspector cannot see using conventional light.

Cold cathode is described as fluorescent lighting similar to the ordinary hot cathode fluorescent, except for these features pointed out by the manufacturer: (1) Light electrons or electricity is ejected into the lighting area instantly, instead of being constantly "boiled off." (2) It requires no starters. (3) It starts instantly at the snap of a switch without lag or flickering. (4) It provides an over-all distribution of light with a minimum of shadows. Rated for 25,000 hours, the new cold cathode light is said to provide spotters with an abundant amount of the correct light without glare.

A folder giving further details may be obtained by writing to CELine, Inc., St. Charles, Ill.

Improvements in Amber Sleeve Form

New improvements in the Amber self-expansion pelican sleeve form which are said to increase its efficiency and durability have been announced by Amber Manufacturing Company, Los Angeles, Cal. According to Y. Amber, designer of the form, improved means of securing rivets in the wood add to its life, a small spring inserted inside the locking lever prevents accidental locking, and a more powerful expansion spring inside the handle provides ample tension on heavier garments.

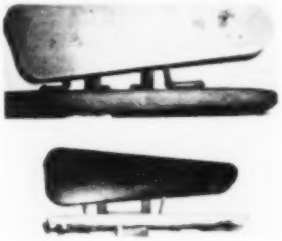
Mr. Amber states that his pelican is actually two sleeve forms combined. With its locking lever released, the expansion spring inside the handle causes it to perform like a Parisian-type sleeve form on suits and coats. On softer garments, the fingertip locking lever instantly stops the expansion at the desired width. The self-expanding feature leaves both hands of the operator free.

Printed Plastic Packaging

A line of printed transparent bags for packaging sweaters, ties and other small items has been introduced by Milprint, Inc., 4200 N. Holton St., Milwaukee 1, Wis. The sweater bags are made of polyethylene, a durable and transparent material, and are said to be suitable for many household uses. Illustration and copy on the bags show the customer their value for reuse in clothing storage. The tie bags are made of glassine.

The packaging has been adopted by the large Thrift-D-Lux Cleaners chain of southern California. Its packaging carries the company slogan, printed in orange and white.

Resurfacing Press Bucks



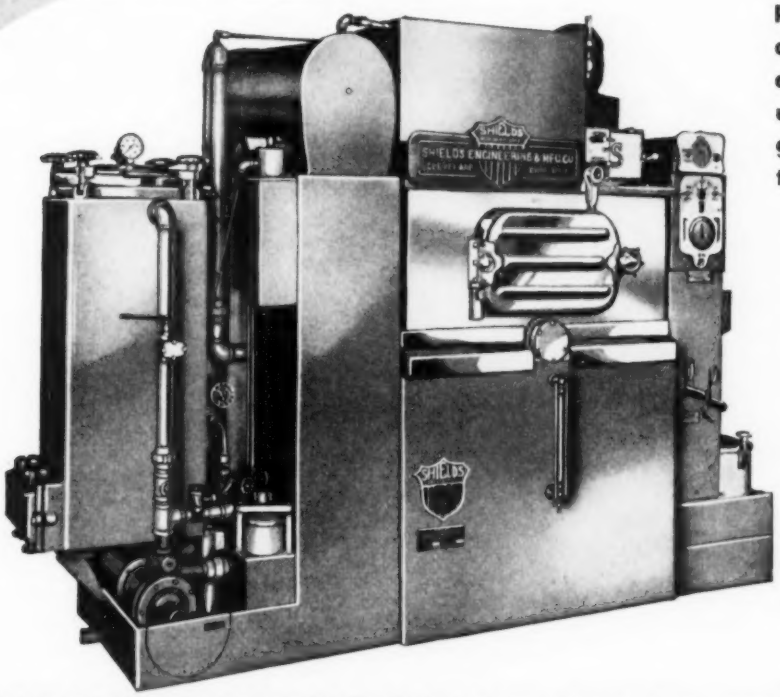
Aluminum press bucks that have become pitted and scored from pressing hard objects may be resurfaced by a new method recently developed by the MW Protective Coatings Division of Metalweld, Inc. The process is said to eliminate the need for purchasing new press bucks and to get presses back into full-scale production with improved results.

The hard, nonrusting alloy surface applied by the Metalweld technique, the company claims, will not dent, pit or score after daily contact with grippers, buttons, pins and other hard objects that caused the original damage. In addition, it is stated, the shiny smooth finish lasts indefinitely and will

be sure...buy SHIELDS

the BEST synthetic DRY CLEANER with recovery

Now Attachments are available for Independent Soap Charge System and also Water Repellent Treatment — for new R-51-A Models and R-51-A and R-51 Models in use. Requires 6-8 minutes of operating time. Solutions are used over and over again giving further economy in the operation of the unit.



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GREATEST ECONOMY-OF SPACE, TIME AND LABOR

Easy Operation—Washes, Drains, Extracts, Recovers Solvent and Dries Garments in Continuous, Automatic Cycle—while operator does other useful work.

Remember, with SHIELDS R-51-A AUTOMATIC CHAMPION PERCHLOR UNIT Garments Go in Dry and are Taken out Dry.

COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING

NO INCREASE IN PRICE!

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One set of 2-half pints—**$2.25.**

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And you can use these companion products profitably, too—

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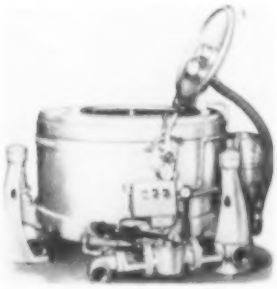
not crack, break or blister. Pressing equipment can be back in production in only a short time, since resurfacing at the Metalweld plant takes but a few days.

For full details, write MW Protective Coatings Division, Metalweld, Inc., Scotts Lane & Abbottsford Ave., Philadelphia 29, Pa.

Spray-Rinse Added to Fletcher Extractor



Fletcher Works, Philadelphia, Pa., has announced that it is now building extractors with spray-rinse. This automatic rinsing control consists of the following features, the announcement states:

Solid aluminum safety cover, with special splash guard; spray nozzles fastened to the cover, placed to rinse the entire load in the basket; rubber hose fastened to the safety cover, connecting the nozzles to standard 1½-inch pipe flange attached to a balancing stand; two-way valve on the drain line, automatically air-controlled to separate the "charged" solution from the rinse solvent; two sight glasses, giving visible draining of both liquids; two flexible hoses, one on each drain line. There is an automatic timer to control the operations of extracting the soap solution, rinsing with clean solvent, extracting the rinse, and stopping. The strong soap is automatically kept separate from the rinse solvent.

To complete the installation the automatic brake, long a feature on Fletcher Whirlwind extractors, must be included. However, the automatic spray-rinse system can also be applied to Fletcher solid curb Junior and Senior models, without automatic braking.

The machine may be used as a conventional extractor by merely pushing the proper button. Manually operated spray-rinsing is also available for dry-cleaners who do not want the automatic features.

New Process Based on Research "Accident"

GEORGE L. ROY

The retexturing process now being marketed by Fabricare Chemical Corporation was the result of one of those accidental discoveries which so often crop up in laboratory research, according to George L. Roy, research engineer and inventor.

While experimenting with mothproofing in 1948, Mr. Roy had the idea of applying a mothproofing agent to fabrics by the use of steam. To get proper dispersion in steam, it was necessary to add to the mothproofing chemicals a viscous carrier that would blend with steam and other chemicals. Combinations of various textile oils were tried without success.

However, during these unsuccessful experiments, Mr. Roy discovered that drycleaned fabrics had a certain affinity for different combinations of textile oils blended into steam. The texture of the drycleaned garments treated during these experiments was judged to have improved, colors appeared brighter, draping qualities were restored, and wrinkles were removed with ease.

This laboratory "accident" led to further development of the retexturing process, and its eventual marketing under the name of "Fabricare" for use in the drycleaning industry.

Information on the process, which is said to replace vital oils removed from garments in the course of wear and cleaning, is available from Fabricare Chemical Corporation, 920-930 E. 43rd St., Chicago 15, Ill.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Register Posts Charges

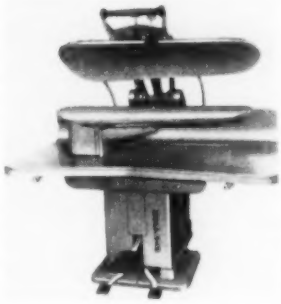
The National Cash Register Company has introduced a charge-posting cash register that is said to make it as easy to handle charge customers as to ring up a cash sale.

All records are made by the cash register, at the time of sale. The customer gets a statement, showing items bought and the new balance now owing, every time she makes a purchase. At the same time, the machine records the total purchases and the new balance on an individual ledger card for the store's record. These cards are kept on file right next to the register, as shown in the picture.

All entries are printed on an "audit strip" (tape) within the machine, and either cash or charge sales may be broken down automatically into various classifications or departments as they are recorded. These sales classifications add separately into their own totals. "Received on account" and "paid out" also add separately.

The charge posting cash register makes it possible to keep a "control account" which shows each day exactly how much money is outstanding on charge accounts.

Hoffman Line Redesigned



Complete redesign of its entire line of utility model pressing machines has been announced by the U. S. Hoffman Machinery Corporation.

Using the 42-inch general utility model illustrated here as the starting point, Hoffman has introduced 20 major improvements in its current line of machines. Included among these changes are new, faster head closing; built-in heat indicator for correct-zone pressing of synthetics as well as woolens; slide-out garment support rails; heat-shielded cover plates, and others, all described as offering "cooler, quicker, more convenient pressing for greater profit." All models are available with either air or foot operation.

All models, a total of 47, have been improved in the complete line change. These include collar presses, mushroom, sleeve, shoulder, trouser top, trouser-leg, offset skirt and the curtain and drape types, along with the many Hoffman general utility model sizes.

Many of these improvements, Hoffman stated, came as a result of suggestions in entries submitted for the "Here's Why I Bought" contest conducted by the company last year.

A complete, visual presentation of the changes made in the new Hoffman presses is now being shown by the company's representatives and may be seen on request. Or, write U. S. Hoffman Machinery Corporation, 105 Fourth Ave., New York 3, N. Y., for descriptive literature.

Drapery-Hook Protector

The Plasti-Guard Company, 3521 N. Halsted St., Chicago 13, Ill., has announced a new plastic drapery-hook protector

3 RELIABLE WAYS to EARN BIGGER FUR-CLEANING PROFITS

(1) LUSTRE-MATIC

Revolutionary Machine for Glazing and Electrifying of Fur Garments.

- Amazing low cost operation.
- Economical. Will pay for itself in less than one season.

LUSTRE-MATIC, Model EL-20, Patent No. 2,477,448. (Wt. 1000 lbs.) **$2100.00**

(2) LUSTERETTE

The Only Truly Portable Fur Ironing and Glazing Machine

- A must for any plant that handles furs.
- Just plug in and use, no overhead trolleys, tracks or shafts.

LUSTERETTE, Model L-50, Patent No. 1,979,030. (Wt. 7 lbs.) $197.50

(3) RELIABLE DeLuxe TRIO WOOD-LINED FUR CLEANING DRUMS

•Three sizes to meet every requirement.

Model No.	Coat Cap.	Price
DeLuxe #1	12 per hr.	$845
DeLuxe #2	8 per hr.	685
DeLuxe #3	4 per hr.	495

All prices are FOB, Brooklyn, N. Y.

Reliable FUR Storage Equipment Co.
DIVISION OF
RELIABLE MACHINE WORKS, Inc.
231 EAGLE ST. BROOKLYN 22, N. Y.

MAIL THIS COUPON NOW

Reliable Fur Storage Equipment Co. Div., 231 Eagle St., Brooklyn 22, N.Y.

( ) Please have your representative call to see us.
on _____ (date) at _____ (time)
( ) We are not in the market right now, but we would like to have additional information for future reference.
( ) Send us descriptive literature on your fur cleaning equipment.

Name _____
Company _____
Address _____
City _____ Zone _____ State _____

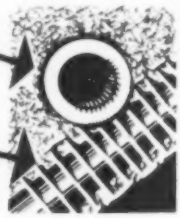
When writing to advertisers please mention The NATIONAL CLEANER & DYER

the Qualitex® name is your guarantee

THE PAD WITH LONGER LIFE The press pad that is engineered to deliver better pressing at low padding cost. Guaranteed for 4 months.

METAL EYELETS in the napped cover allow wire (furnished) to be laced tightly, thus preventing pad shifting and resultant pad damage.

METAL RODS are incorporated along both sides of the pad insuring an even pull along the entire surface and sides eliminating scallops. Quick vacuum and steam action is assured.



QUALITEX® plastic tumbler pad for dry cleaning tumblers

QUALITEX® press machine cover for dry cleaning presses made of Asbestall

FILTER BAGS

Qualitex filter bags are available in either Cotton Duck or Nylon. Both are pre-shrunk and can be safely laundered and are designed to fit properly. All bags sewn with Nylon thread. Nylon bags not only outlast Cotton bags, but permit a more thorough "back wash," thus eliminating frequent bag changing.

THE QUALITEX LINE IS SOLD BY LEADING DISTRIBUTORS EVERYWHERE

SOLD THROUGH DISTRIBUTORS ONLY

Quality products company

5760 W. Grand Avenue, Chicago 39, Illinois

which it claims is unusually easy to put on and take off yet cannot come loose in the cleaning process.

Should individual hooks come off the drapery, they will be held together with the other hooks and can be sewed back on. The Plasti-Guard, the announcement states, rides completely free of the fabric and thus allows cleaning all around the hook.

Plasti-Guard is a plastic envelope into which the drapery hook slips in one easy motion. Then all the Plasti-Guards, one over each hook, are threaded together with a plastic lace so that the hooks can't slip out of the protectors nor any guard come loose from the rest. The manufacturer claims that the Plasti-Guard will last indefinitely, fits all sizes and styles of hooks, is not affected by any solvent, and that with its use the draperies cannot be torn by hooks.

Plasti-Guard is packaged with one lace for each 10 hooks and "stops" for the ends of each lace.

Dandux Catalog

C. R. Daniels, Inc., Daniels, Md., has issued a new catalog, No. 68, describing its complete line. The pocket-sized booklet is fully illustrated and shows simplified specification listings for handy reference. Baskets, hampers, trucks and other Dandux products are included.

New See-Safe Designs

Three new stock printed designs for See-Safe transparent drycleaner and laundry bags are now available from Mehl Mfg. Co. The designs may be imprinted on all cellophane garment bags or plastic storage and travel bags, garment bags, sweater and accessory bags, or blanket storage bags. All bags are completely transparent, and the plastic bags are reusable by the customer, acting as a continuous advertisement in the customer's home.

In addition to the regular choice of colors, drycleaners' special colors may be matched at additional charge.

Besides the design illustrated, another highlights "Dependable Service" and the third design emphasizes "Quality Cleaning." The drycleaning firm's name, address and telephone number are imprinted with each design.

Some 30 different sizes of bags may be imprinted with the designs. Sizes vary as to type of clothing or blankets to be packaged. A special bag is available for formal dresses. Other items that can be enclosed in the bags are gloves, ties, belts, shirts, scarves, sweaters, dress and sport shirts, and flatwork. Spreads, drapes, and blankets can be packaged in specially sized bags.

Literature on the new bags is available from Mehl Mfg. Co., 2057 Reading Rd., Cincinnati, Ohio.

New National Dry Size

A new liquid dry size, for spray or dipping, has been introduced by National Cleaners Chemical Mfg. Company under the trade name of NDS (National Dry Size). It is said to make complete finishing prior to spray-sizing practical.

The announcement states that NDS, compounded with a plastic base, is completely colorless and coats each fiber with a transparent plastic film. It is said to leave fabrics with a bright natural finish, to eliminate wrinkling, and to be easily applied with either petroleum or synthetic solvents. Ac-

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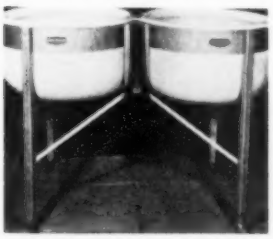
cording to the manufacturer, NDS is perfectly safe for every fabric.

Further information may be obtained by writing to National Cleaners Chemical Mfg. Co., 2807-11 W. Lake St., Chicago 12, Ill.

Wetclean and Dye Tubs



The new Keno Maid laundry tubs manufactured by Pedersen Manufacturing and Sales Co., 2311 63rd St., Kenosha, Wis., are recommended by the maker for use in the wetcleaning department of the drycleaning plant, for dyeing, hand sizing and other small-lot jobs.

The tubs are made with a white porcelain enamel finish and rolling casters. They are available in Model 52, illustrated, in Model 19, a single tub, and a double tub Model SD 38.

New Celite Booklet

A new 28-page brochure, "Celite—The Story of Diatomite," has just been published by Johns-Manville. Designed for both laymen and technical men, it uses photographs and drawings as well as text to trace the development of diatomite, its uses, and a brief prediction of new things that may be expected.

Copies of "Celite—The Story of Diatomite" are now available from Johns-Manville, 22 E. 40th St., New York 16, N. Y.

Dodge Truck Prices Cut

Price reductions ranging up to $61 in factory retail prices at factory, Detroit, of Dodge "Job-Rated" trucks have been announced by Robert C. Somerville, vice president in charge of sales, Dodge Division, Chrysler Corporation. Representative price reductions include $41 on the half-ton pick-up and $41 on the half-ton panel.

Reductions in Dodge passenger cars were announced at the same time.

Mr. Somerville said Chrysler Corporation has built 32 percent more cars and trucks thus far this year than were produced in the corresponding period of last year under government controls, and that the lower prices have been made possible by this increased volume.

Fred Schwarzmann Back

FRED SCHWARZMANN

Frederick G. "Fred" Schwarzmann has rejoined the A. L. Wilson Chemical Company, Kearny, N. J., after service with the U. S. Army since 1950. An alumnus of Williams College with a degree in physics and a member of Phi Beta Kappa, Mr. Schwarzmann received a commendation for performance while engaged in special work with the Chemical Corps. At Wilson he will resume his duties as administrative assistant to his father, John G. Schwarzmann, president.

Hacker Joins Haertel

Walter Haertel Company, Minneapolis, Minn., has announced the appointment of Dan Hacker as manager of its wholesale cleaning, storage and remodeling department. Mr. Hacker has been in the wholesale fur service for a number of years.

Lloyd R. Fern, formerly head of Haertel's wholesale cleaning and storage department, has been promoted to the position of vice president in charge of production. He was for many years in charge of the fur service operation of the Dayton Department Store in Minneapolis.

With these two appointments, the announcement states, the Haertel organization now

Cleaner's Clinic

BY "DOC" FILTROL

Rx

Obtain top filtration efficiency by using DC Filtrol—the powder manufactured specifically for use in drycleaning filters. DC Filtrol is scientifically controlled during all phases of manufacture, thus assuring uniformity and highest quality.

Ask your distributor for DC Filtrol today—"The Choice of the Industry."

CARE OF FILTERS

Clean screens or bags are necessary for good filtration. The time and effort spent in filter powder application is wasted if screens or bags are dirty and plugged.

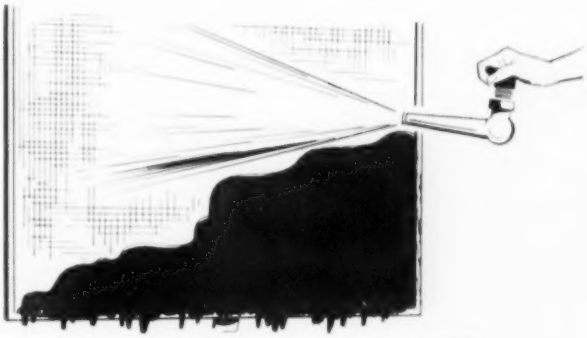
BAG FILTERS

Drycleaners using bag filters should have an extra set of bags to facilitate filter cleaning. Before installing clean bags, they should be carefully inspected for holes or rips. When the bags are removed for cleaning it is good practice to allow them to dry before attempting to remove the old cake. Then, after a good shaking or brushing, they may be cleaned in the machine. This should be done with no garments in the unit. Some operators launder their filter bags, but care must be taken to prevent shrinkage.

SCREEN FILTERS

Many operators report satisfactory results, in cleaning filter screens, from the neighborhood radiator repair shop. The cost is reasonable and the shop is equipped to repair any holes or opened solder seams.

For those who wish to clean their own screens, the caustic bath is recommended. Screens are boiled slowly for two or three hours in a bath of about ⅔ lbs. of 76° flake caustic per gallon of water. Screens are then removed one at a time and rinsed well using wet steam. A combination steam and water nozzle is suggested. Following this steaming, the screens must be thoroughly dried in a hot room before replacing.

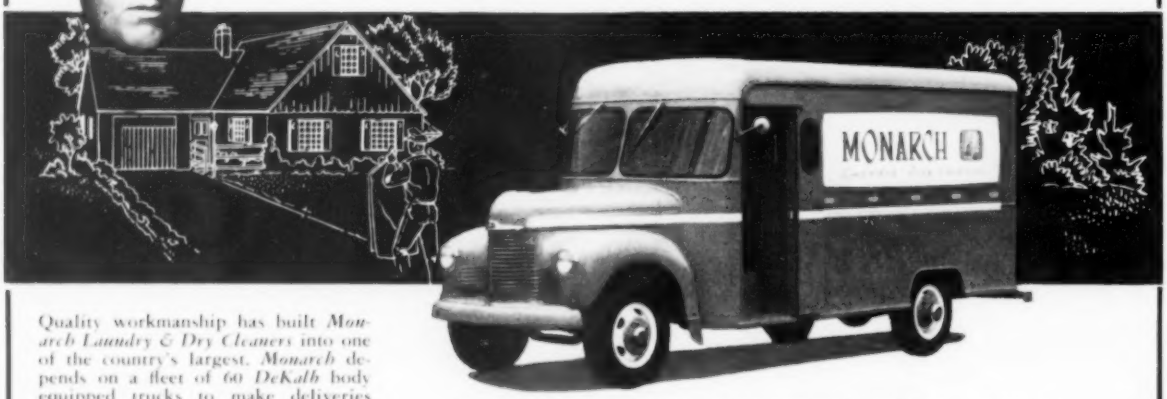


Doc

Filtrol CORPORATION
727 West Seventh Street, Los Angeles 17, California
Plants: Vernon, California; Salt Lake City, Utah; Jackson, Mississippi
*T. M. Reg. U. S. Pat. Off.

"We're sold on DeKalb bodies-60 strong!"

SAYS MR. BERNARD VELLENGA, JR., PRESIDENT, MONARCH LAUNDRY & DRY CLEANERS



Quality workmanship has built *Monarch Laundry & Dry Cleaners* into one of the country's largest. *Monarch* depends on a fleet of 60 *DeKalb* body equipped trucks to make deliveries throughout the Chicago area. The bodies are tailored to *Monarch's* requirements with separate compartments for dry cleaning, and both clean and dirty laundry. These trucks and their operators do an efficient job of representing *Monarch* to their countless customers who never see the sparkling clean and efficient operation within the confines of the *Monarch* plants.

Things like design, appearance, rugged construction, roadability, capacity and economy, were determining factors in *Monarch's* decision to *buy DeKalb*. They are also of interest to you! Write today for FREE literature on the *DeKalb* line.

TOMORROW'S BODY DESIGNS FOR TODAY

DEKALB
COMMERCIAL BODY CORPORATION
DEKALB • ILLINOIS

has two men who are completely familiar with the problems of the fur service retailer, who will be available to the industry for information and counsel on problems in fur servicing.

Olson Filter Bulletin

A new specification bulletin describing the new Sec-Olson filter is now available from the SEC-o-matic Corporation, it has been announced by Carl Blackman, vice president. The Sec-Olson filter is made exclusively for use with synthetic drycleaning systems.

The new Sec-Olson bulletin gives complete information about the new filter, including specifications, construction details, available accessories and necessary equipment. It is available from the SEC-o-matic Corporation, 55 La France Ave., Bloomfield, N. J.

Hydro-Air Press Ups Sales

According to Robert S. Swain, executive vice president of Pantex Manufacturing Corporation, in his report to a stockholders' meeting April 7, the substantially increased sales volume in the company's laundry and drycleaning equipment division were due chiefly to its new hydro-air drycleaning press.

"More aggressive merchandising and the addition of new products have been largely responsible for our sales gains," Mr. Swain said. As an example, he cited the new Pantex press which employs the hydro-air power unit developed through the extensive research work carried on by the engineering staff of the hydraulic products division.

Westchester Sanitone Licensees Meet

Sanitone licensees of Westchester County, N. Y., and surrounding areas had a dinner meeting in Bronxville on March 23. Invited guests were Roger Johnson and Michael Brynes of the Sanitone Division, Emery Industries, Inc., and A. T. Schuelke, Eastern district manager of the Division. Mr. Schuelke gave a talk on the history of Sanitone and its early experiences with the charge system, strong soap solutions and extractor rinse. After a discussion of the company's present method of operations, a color sound film was shown to some 28 plantowners present.

Among those who attended, from the left in the picture, were Alan Weinstein, Johnny-on-the-Spot; Leonard Rose, New Castle Cleaners; Leonard Harris, Prompt Cleaners; Milton C. Miller, Miller's Cleaners; Arthur Berger and Max Glass, Arthur Berger Cleaners. At rear, left to right: Jim McGinnis, Westvaco Chemical Division, Food Machinery & Chemical Corp.; Art Schuelke; Jack Waldman, Swift Cleaners; Roger Johnson; Dick Nolan, Westvaco. From right top of table: Mike Brynes; Marty Harris, Wykagyl Valet; John Taylor and Arthur Jackson, Arthur Jackson Cleaning Service; Buford Collier, Johnny-on-the-Spot, and Morris Friedman, Nu-Way Cleaners.

Fur Courses Announced

A basic fur cutting and operating course to be held in the daytime July 6-August 28 has been announced by the American-Mitchell-Sol Vogel Designing School, 255 Seventh Ave., New York 1, N. Y. An advanced course, open to those who have completed the basic

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course or who have equivalent background or experience, will be given three evenings a week for about six months, and will include the finer furs, emphasizing mink.

Stapp Joins Flynn

James M. "Jim" Stapp has joined the sales force of the O. C. Flynn laundry and drycleaning supply company of Lexington, Ky.

New Adco Representatives Introduced

CORT ANTONSON

BILL FEE

R. W. MARTIN, JR.

W. T. STARKWEATHER

The four latest additions to the sales staff of Adco, Inc., all have in common extensive experience in the drycleaning field, according to a recent announcement from the company.

Cort Antonson began his drycleaning career with odd jobs in his uncle's plant in Niagara Falls, N. Y. After winning a science major degree and taking several NID courses, he became an instructor in drycleaning at Hampton Institute, and then in spotting at the NID. He then served for some time as head of the NID's analysis department. He reentered private industry as superintendent for several large Pennsylvania cleaners before joining Adco as district manager for Maine, Vermont and New Hampshire.

The new district manager in Georgia is Bill Fee, who had extensive plant experience up and down the East Coast. A graduate of the 66th NID class, he held managerial positions in Virginia before joining Adco's staff.

Eastern Ohio is the third new spot on the Adco sales map, under the managership of R. W. Martin, Jr. A graduate of Ohio Wesleyan and the 71st class of NID, he worked in cleaning plants for a number of years before operating his own plant in Tiffin, Ohio, from which he came to Adco.

Also new on the Adco staff is W. T. Starkweather, whose

"UNWASHABLES" *are mighty few*

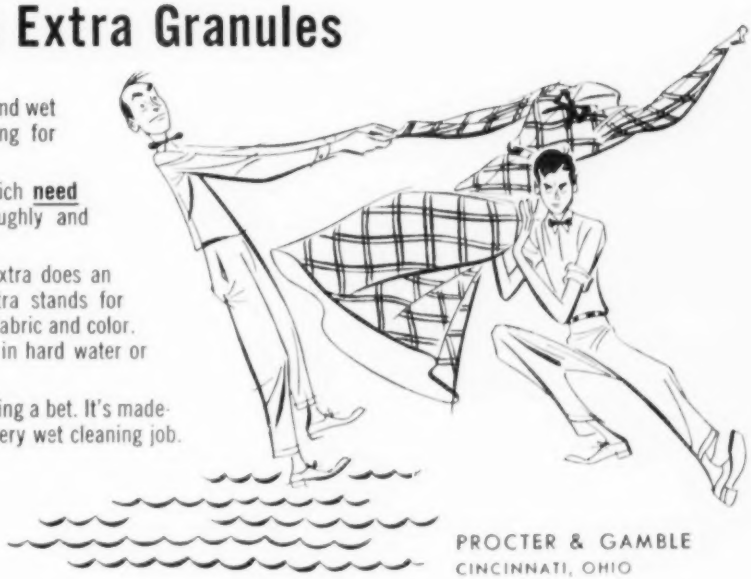
when you wet clean with Orvus Extra Granules

Sure, there are **some** garments that can't stand wet cleaning with **any** detergent. You're heading for trouble if you try cleaning them that way.

But there are surprisingly few garments which **need** wet cleaning that can't be cleaned thoroughly and safely with Orvus Extra Granules.

In the wheel or on the scrub table, Orvus Extra does an A-1 cleaning job. The "extra" in Orvus Extra stands for extra cleaning power . . . extra safety . . . to fabric and color. And you'll get the cleaning results you want in hard water or soft. Yes, even in acid or salt solutions.

If you haven't tried Orvus Extra, you're missing a bet. It's made-to-order for every wet cleaning job.



ORVUS EXTRA GRANULES

PROCTER & GAMBLE
CINCINNATI, OHIO

—the multi-purpose synthetic detergent.

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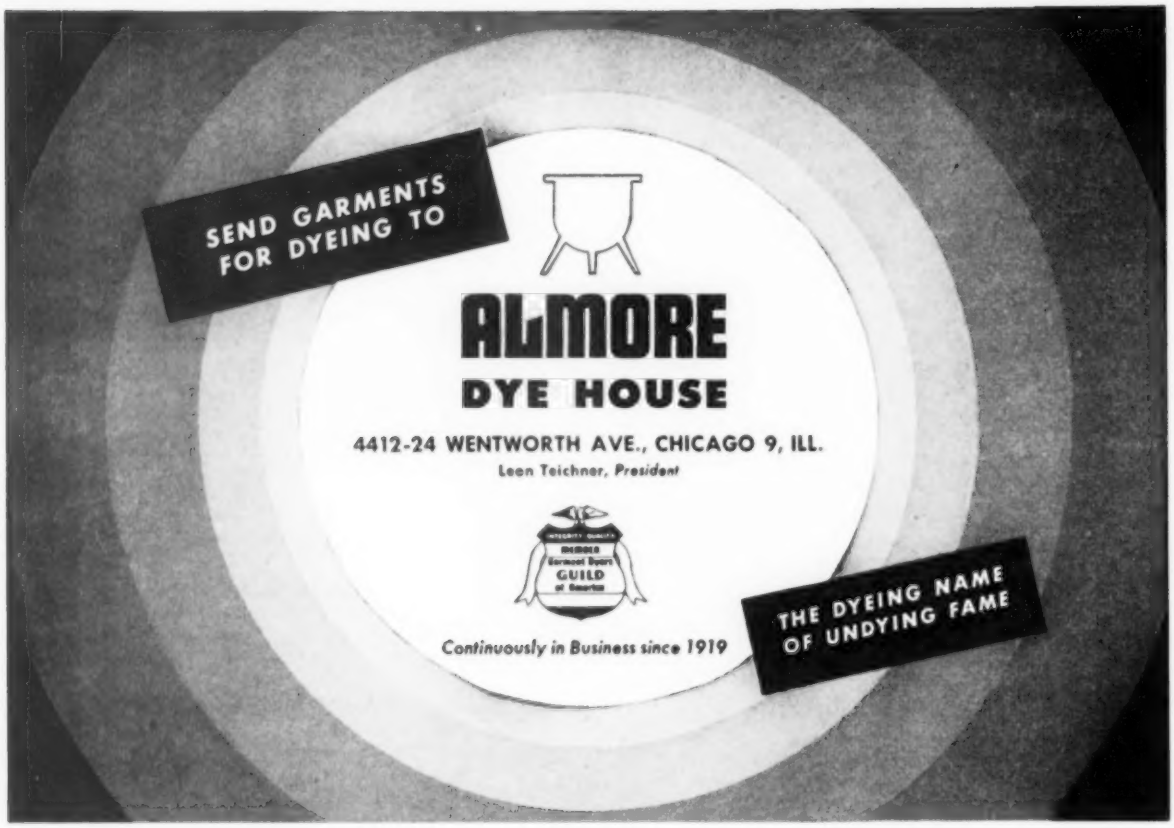

territory is Washington, Baltimore and northern Delaware. He has been active in the industry in that area since 1938, except for operating a drive-in laundry in Miami in 1949-50.

Detrex Appoints Allgood

ROBERT H. ALLGOOD

Detrex Corporation, Detroit, Mich., has announced the appointment of Robert H. Allgood as director of public relations for both its industrial and drycleaning divisions. He will direct all advertising, publicity and sales promotion activities of the company, according to W. F. Newbery, Detrex director of sales.

A native Detroiter, Mr. Allgood joined Ross Roy, Inc., in 1943 as a senior copywriter producing technical manuals for the government. He left to form his own industrial advertising and catalog producing agency.

He came to Detrex from Hixson & Jorgensen, Inc., Los Angeles, national 4A advertising agency where he was an account executive, specializing in industrial accounts. Before joining that organization he was with the Radio and Television Division of the Westinghouse Electric Supply Co. in Vernon, Cal., and was sales and advertising manager for the SMA Company, Inc., Chicago, a private brand manufacturer of television sets and components.

Two Elcco Factories

Elcco drycleaning and laundry equipment will now be available from two factories, one in the East and another in the West, according to a statement by E. L. Chrisman, president of E. L. Chrisman Company, Inc., Division Fleetwood-Airflow, Inc.

The Eastern factory is located at 421 N. Pennsylvania Ave., Wilkes-Barre, Pa., the home of Fleetwood-Airflow, Inc. Western production will continue to be handled at the plant at 8255 Compton Ave., Los Angeles 1, Cal. Deliveries are currently being made from each factory.

Two Buckeye Appointments Announced

WILLIAM G. HULL

RALPH C. RINALDI

John R. Young, sales manager of the Davies-Young Soap Co., Dayton, Ohio, has announced the appointment of William G. Hull and Ralph C. Rinaldi as service technicians for the "Buckeye" line of drycleaning solutions.

Mr. Hull will serve the metropolitan Detroit area while Mr. Rinaldi will cover Virginia, Maryland and the District of Columbia.

Mr. Hull has had 20 years' experience in all phases of retail drycleaning operations, and has served on special assignment for the government in

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Alaska. His headquarters will be in Detroit.

Mr. Rinaldi has had seven years' experience as manager of a drycleaning plant. He is a graduate of the National Institute of Drycleaning. During World War II, he served as a first lieutenant bombardier with the Eighth Air Force in England, was awarded the Air Medal and six Oak Leaf Clusters. His headquarters will be in Arlington, Va.

Takamine Appointments Announced

EDWARD T. BORDA

DAN SCHULTZ

Martin P. Guina, sales manager of Takamine Laboratory, Inc., Clifton, N. J., has announced the appointment of two new field representatives, Edward T. Borda and Dan Schultz.

Mr. Schultz is a graduate of the NID general and management courses. His lengthy experience in drycleaning includes actual service as a spotter, cleaner, press-shop and drycleaning plant owner. During the war he managed a tailoring and cleaning shop in the armed forces. He will cover the Pacific Coast and Mountain States with headquarters at Los Angeles.

Mr. Borda, a graduate of Seton Hall University with a B.S. in industrial relations, has had actual experience as a spotter and administrator of a large Eastern drycleaning plant. In his new capacity with Takamine he will cover Texas, Oklahoma, Arkansas, Louisiana and New Mexico, with headquarters at Dallas.

Campbell-Frazier Changes

Larry A. Campbell, owner of Campbell-Frazier Supply Co., Kansas City, Mo., has announced the appointment of Clay D. Prater as general sales manager. Over 10 years with the company, he has given sales and technical service in most of the territories it covers.

Mr. Campbell also announced the appointment of Robert (Bob) L. Wohltman to cover most of Mr. Prater's recent territory. Mr. Wohltman has had wide experience in drycleaning and laundry operations, and as a sales representative for a national allied trades firm.

Wilson's 25th Anniversary

JOHN G. SCHWARZMANN

A. L. Wilson Chemical Co. this year marks its 25th anniversary, according to an announcement by John G. Schwarzmann, president of the company. Established originally in a small store in Jersey City, N. J., by Aura Wilson, the company was acquired by Mr. Schwarzmann in 1933.

At that time the gross sales volume amounted to about $2,000 per year, and Mr. Schwarzmann sold the company's products by day, made

THOUSANDS NOW IN USE IS A GREAT RECOMMENDATION

High Speed — Safety Equipped

WESTERN Extractors

Western Extractors are faster, yet are safer and easier to start and stop. New design cuts vibration. All parts are corrosion resistant.

WESTERN SAFETY FEATURES

Each Western Extractor is equipped with an interlocking safety device on the cover that makes it impossible to start the machine when the cover is open, or lift the cover when the basket is in motion. The motor is explosion proof for complete safety in dry cleaning plants. Foot operated brake brings the self-balancing basket to a gradual-stop.

A SIZE TO FIT YOUR WASHER

Western Extractors are available in a wide range of sizes to fit every washer. The right size takes all the load from the washer and cuts out extra handling.

Write today for full information and free book describing Western Laundry and Dry Cleaning Equipment.

Manufactured by

Western Laundry Machinery Co

North Kansas City, Mo.

WESTERN LAUNDRY MACHINERY CO.
420 E. 10th St., Dept. NC-5 North Kansas City, Mo.
Please forward complete information on Western Extractors. Size needed _____
Name _____
Address _____
City _____ State _____

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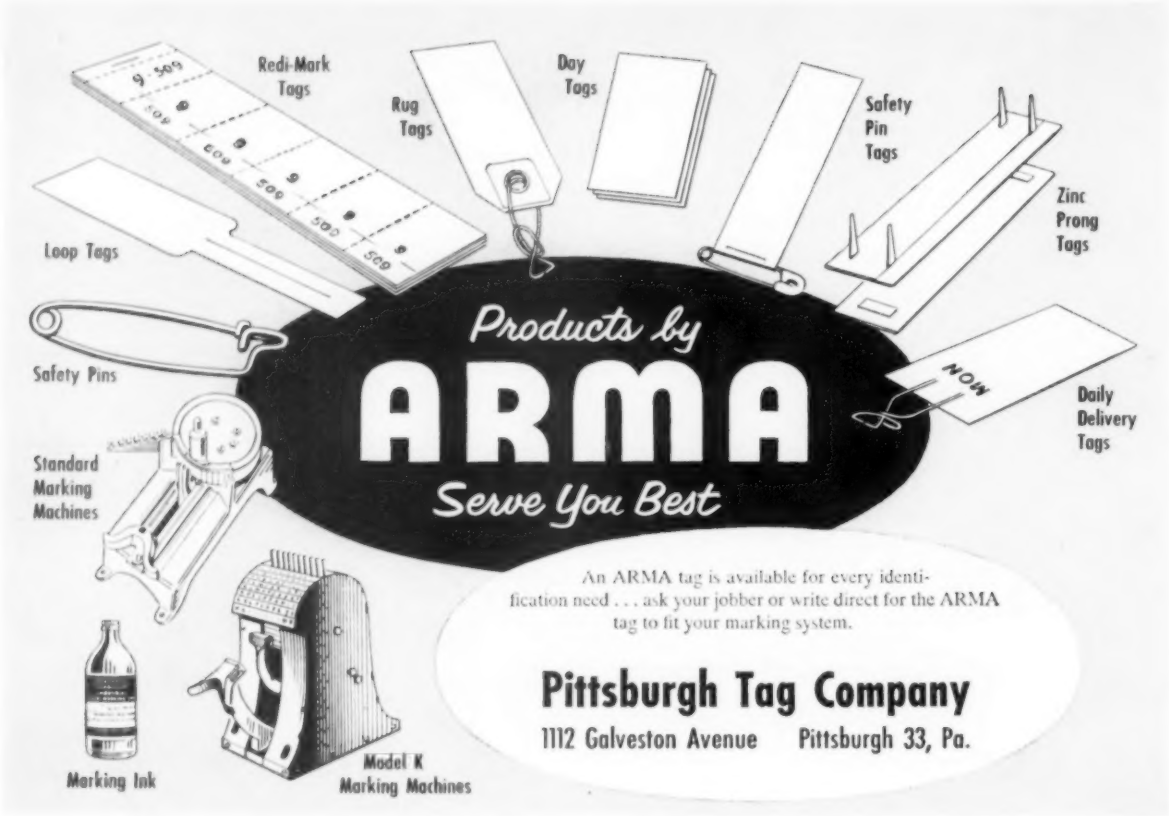

and packaged them by night. At first the company had only one product, Elmo, which is still numbered among the 11 different chemicals that make up the present line of Wilson "Go" products.

By 1939 the business had expanded to the point where larger quarters and more personnel were required. These facilities were outgrown by 1946, when Wilson erected its own plant in Kearny, N. J. Continued increasing demands for the "Go" stain removers necessitated enlarging this building as recently as last year.

Today, besides maintaining a modern factory, A. L. Wilson operates its own product research and development laboratory, and has a staff of sales supervisors and servicemen who cover every section of the country. The first employee engaged by Mr. Schwarzmann, Irving A. Loucks, is still with the company as field representative in the Northern states.

Carman Sponsors Finishing Clinics

Carman & Co., Inc., sponsored a series of educational clinics early in March to bring drycleaners in the Greater New York area information on advanced methods for silk and wool finishing with one-operator units comprised of the latest steam and steam-air finishing equipment. Three well-attended clinics were held at the Bossert Hotel, Brooklyn, the Statler Hotel, Manhattan, and the Robert Treat Hotel in Newark, N. J. A 30-minute sound movie was shown to illustrate the correct operation of one-operator finishing units and the various items of equipment were on display.

S. E. Moore, president of Carman & Co., Inc., opened the meetings and pointed out that the highest labor costs in quality drycleaning are in the finishing process and that it is there that the greatest savings can be effected. Featured talks and presentations were made by William B. Caplan, president, Excelsior Machinery Company, and Larry Porterfield, sales manager, Wichita Precision Tool Company.

Dyers Guild Expanding

The Garment Dyers Guild of America, Chicago, Ill., has announced the new membership of the Pannie Parisian Dye House, Inc., 60 W. Galena St., Butte, Mont. The new member, established in 1887 and now operated by Gabrial Jaccar, gives the Guild needed representation in the Mountain States to round out a coast-to-coast membership.

According to Allan J. Copeland, executive secretary of the Guild, its vitalized program of education and promotion has resulted in an increase in dyeing volume averaging around 20 percent over previous seasonal peaks. Many cleaners, he reports, feel that providing a satisfactory dye service not only brings in profits but tends to win more customers to steady cleaning service. The Guild is engaged in a 5-year plan to triple dyeing volume nationally.

Coughlin Rejoins Celanese

DR. W. E. COUGHLIN

Dr. W. E. Coughlin, a prominent figure in textile consumer work for more than 20 years, has been appointed di-

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rector of consumer services of the Textile Division of Celanese Corporation of America. He will work closely with the dry-cleaning and laundering industries, the cutting-up trades, and engage in other educational activities.

For the past nine years Dr. Coughlin was a senior editor and director of the textile laboratory of *Good Housekeeping*. From 1930 to 1944 he was with Celanese Corporation of America as research associate in the drycleaning and laundering fields.

Dr. Coughlin's past work brought him into association with garment manufacturers, converters, dyers, finishers, weavers, retailers and consumer groups. He has addressed meetings of the National Retail Dry Goods Association, the American Association of Textile Technologists, the American Association of Textile Chemists and Colorists, the National Institute of Drycleaning and other textile organizations.

Pump Bulletin

The Milton Roy Company has issued Bulletin No. H-20-M describing a recent addition to its line of controlled volume pumps. This H-20 positive displacement pump is designed, it is stated, for those water-treating and other industrial applications which do not require the extreme accuracy offered by the Milton Roy Stepvalve construction.

This 4-page bulletin covers applications, capacities, materials of construction, motor-drivers and prices. It is available on request to Milton Roy Company, Station B, 1300 E. Mermaid Lane, Chestnut Hill, Philadelphia 18, Pa.

Lamson Promotions

Left to right: Calvin A. Burton, Edward H. Woodberry, Gail D. Beaver

Robert I. Hicks, president of Lamson Corporation, Syracuse, N. Y., has announced the appointment of Calvin A. Burton as assistant to the president. Mr. Burton, formerly conveyor sales manager, will be succeeded by Edward H. Woodberry. Gail D. Beaver, until recently materials handling consultant, will become product sales manager.

Mr. Burton joined Lamson Corporation in 1919 and has held positions as district engineer, home office engineer, sales engineer in the New York office, industrial sales manager, and conveyor sales manager.

Mr. Woodberry was previously pallet loader sales manager, and before that field engineer at the company's Boston office. He is a veteran of 20 years with the firm.

Gail D. Beaver, who has been associated with package-type conveyors for over 35 years, has been a member of Lamson's conveyor department the last 13 years. Before his new appointment he was supervisor of sales promotion engineering.

The company has also announced the appointment of J. B. Ellor as sales promotion manager. He was market research manager. In his new position, Mr. Ellor will continue to direct ma ket research activity in addition to supervising Lamson's over-all sales promotion and advertising programs.

Wiegand Names R. M. Palmer

REUBEN M. PALMER

Paul T. Wiegand, president of Wiegand Laundry Machinery Inc., Buffalo, N. Y., has announced that Reuben M. Palmer has joined the company in a sales capacity. Mr. Palmer will represent the firm throughout the Northeast.

Mr. Palmer has been connected with the laundry and dry-cleaning industries for the past 30 years in this area, both with plants and later with a well-known equipment manufac-

NEW – NOW... PLASTI-GUARD... DIFFERENT....

clean every *inch* of *all* drapery

Hook Protector gives full freedom of cleaning action

on and off in seconds —last indefinitely— never get lost

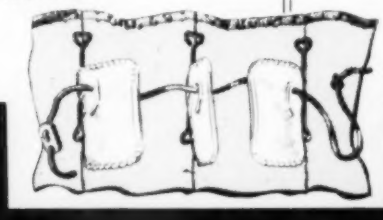
LOOK AT THESE ADVANTAGES

- On in seconds
- Off again just as fast
- Can't come off til you want it to
- Can't get lost, can't lose hooks
- Ends rips, tears, pulled threads
- Saves time, labor
- Ends repair expense
- Last forever
- Safe in ANY solvent
- Fits all hooks
- 100% guarantee

AT LAST—the perfect way to handle draperies—with PLASTI-GUARD hook protectors. NOW drapes can be cleaned from hem to hem, PLASTI-GUARD does NOT interfere with full cleaning action. NOW drapery-hooks can NOT cause damage, yet PLASTI-GUARD goes on, comes off at the flick of a finger . . . yet can't possibly come off during cleaning. You'll save many dollars, make more money, do better drapery work at less cost.

All packages complete with laces and stops.

Box of 50 . . . $ 8.45
Box of 100 . . . $15.95
ORDER FROM YOUR JOBBER



PLASTI-GUARD

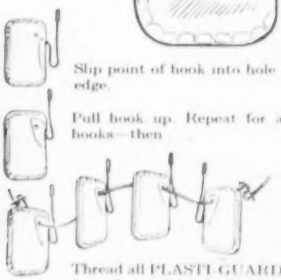
AS EASY AS 1-2-3

Child's play to use or remove. All hooks are linked so none can get off yet all are free so cleaning is thorough. Here's all you do.

1 Slip point of hook into hole at edge.

2 Pull hook up. Repeat for all hooks—then

3 Thread all PLASTI-GUARDS together with plastic lace through hole in sides and attach stops to ends.



PLASTI-GUARD CO. 3521 N. HALSTED ST. CHICAGO 13, ILL.

FACTORY—ROCKFORD, ILL.

Dry Cleaners All Over The Country — Say

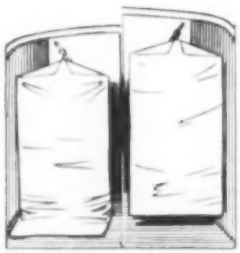
"Call Montpelier First
They can help you choose the right kind of delivery body—designed for YOUR needs"

MONTPELIER DELIVERY VEHICLES DESIGNED FOR THE DRY CLEANER

Montpelier Offers YOU

- **MORE DRIVER COMFORT**
  Curb height step. Comfortable seating. Better driver relation.
- **GREATER EFFICIENCY**
  More head room. Easier handling.
- **MORE FLEXIBILITY**
  Adaptable to any type of loading.
- **MORE PAY LOAD**
  Carries more. Earns more.
- **MORE ECONOMY**

GIVES YOU EXTRA HEIGHT FOR THOSE LONGER GARMENTS TO IMPROVE YOUR CUSTOMER'S SATISFACTION.



MONTPELIER SIDE-AISLE Models available in 4 sizes on chassis of ½ ton and larger.

This Model 405 SIDE AISLE unit recently exhibited at National Institute of Cleaning & Dyeing, Cleveland, Ohio.

MONTPELIER URBAN MODELS available in 3 sizes.

Phone, Wire or Write Today for Full Information

Montpelier
MANUFACTURING CO.
MONTPELIER, OHIO
Engineered for Economy
SPECIALIZED DELIVERY VEHICLES

turer. During the war he served as procurement specialist in the Laundry Machinery Procurement Division of the Quartermaster Corps. Before joining the Wiegand firm, he served two years as a laundry analyst for the NPA.

Lusterway Announces Two Appointments

WILLIAM R. ORR

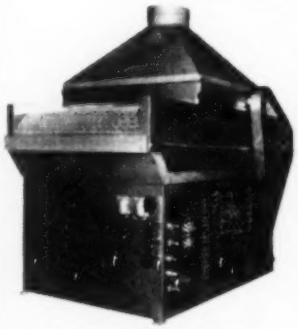
CARL W. DAHLBERG

The Lusterway Sales Company, Memphis, Tenn., has announced the appointment of William Ross Orr as its president. Mr. Orr will assist in the sales and promotion of the Lusterway Drycleaning System. Before his appointment he had been engaged for 13 years in the textile industry.

The company also recently appointed Carl W. Dahlberg as field manager and technician. He will assist jobbers with their first installations of the system. Mr. Dahlberg, who was formerly connected with two well-known allied trades firms, has had wide experience in the drycleaning industry.

PENETRO PROCESS
JET-ACTION CLEANING

NEWEST MOST REVOLUTIONARY MACHINE In Drycleaning History!



5' high—4' wide—6' long

Names of leading cleaners using the PENETRO PROCESS furnished on request.

- Processes every type garment
- Increases pass-ups by at least 50%
- Reduces wet-cleans at least 75%
- Eliminates at least 50% of all spotting
- Eliminates do-overs due to "rings," etc.
- Eliminates redeposition of soil
- Doubles cleaning room capacity
- Increases production in all departments
- Speeds up service to customers
- Reduces customer complaints

Write for Free descriptive booklet

M. BLAU MANUFACTURING COMPANY
Box 269 Altamonte Springs, Fla.

When writing to advertisers please mention The NATIONAL CLEANER & DYER

New Duct Fan

The Chelsea Fan & Blower Co., Inc., has announced a new power line direct-drive duct fan, Type PLFX. This is recommended for temperatures up to 110 degrees F. and is available for higher temperatures on special order. It is available in sizes 16 to 48 inches, 2,900 to 37,500 c.f.m. It is also available as Type PLDX, belt-driven with motor and belt out of the air stream.

For further information, write for Bulletin 503 to Chelsea Fan & Blower Co., Inc., 639 South Ave., Plainfield, N. J.

Dri-Vac Improvements

The Rema Corporation has announced restyling and improvement of its Dri-Vac air vacuum systems. The entire Rema line has been redesigned for improved efficiency, greater compactness and ease of installation.

The new models feature larger condenser tanks and the aircraft type flush-welded turbine design that is said to be highly efficient in drawing cool air through the garment. Rema's direct-driven turbine unit produces a higher air velocity than the old steam jet systems and will reduce steam consumption by as much as 50 percent, according to Rema.

Rema "Dri-Vac" systems are available in four capacities for 1, 3, 5 and 8 presses. Further information may be obtained by writing to the Rema Corporation, Norwalk, Conn.

Carman Testimonials

Carman Ohio Co., Inc., of Cleveland recently honored Elmer Miller and Newt Frazee at a testimonial dinner party. Tribute was paid Mr. Miller on the occasion of his retirement from the laundry and dry-cleaning supply business following the sale of this portion of his business to Carman & Co., Inc., Brooklyn, N. Y. Mr. Frazee was honored upon his twenty-fifth anniversary with the Cleveland Division of Carman Ohio Co., Inc.

S. E. Moore, president of Carman & Co., Inc., and subsidiaries, presented Mr. Miller with a set of luggage in recognition of his many years of faithful contribution to the industry. A diamond service emblem and engraved watch were presented to Mr. Frazee as a symbol of appreciation for his 25 years of loyal service.

New Improved Sleeve Forms

No. 4-A PELICAN SLEEVE FORM . . $5.95

Self-locking in any position. Trigger release. Leaves hands free for work. Enables you to do a better, faster pressing job.

No. 4 PELICAN SLEEVE FORM . . $4.95

with improved, heavier chain lock.

The lesser curve of the lower bar of these sleeve forms exerts a more even pressure at the front of the full-cut straight coat sleeve now in vogue.

If your jobber cannot supply you, write us direct.

NEWHOUSE COMPANY
3827 SAN FERNANDO RD. GLENDALE 4, CALIF.

LOSING TAGS?

Tags that tear, disintegrate or shred in processing mean lost dollars. TAGS MADE OF PERMAFIBER STOCK defy the strongest solvents and solutions; won't tear or scuff in work; won't break at fastening point; and they stay with the garment from start to finish.

INK BLURRING?

TAGS MADE OF PERMAFIBER STOCK have a new, non-oily, extra-smooth surface that takes ink more swiftly and holds it indelibly . . . identification as constant and reliable as a finger-print. Clear markings on flat, uncurled tags save precious hours of sorting time.

COLOR RUNNING?

TAGS MADE OF PERMAFIBER STOCK come in *Nine Bright, Beautiful Colors* that absolutely WILL NOT "BLEED" . . . no danger of ruining garments with running tag colors, no matter what solutions you use. And these distinctive colors give you the most efficient "signal" system!

YOU HAVE NO PROBLEM!

Just insist on having all your MARKING TAGS made of

Permafiber TAG STOCK

MEMBER AMERICAN INSTITUTE OF LAUNDERING CERTIFIED WASHABLE

WE'LL BE GLAD TO ADVISE YOU ON ANY OF YOUR TAG PROBLEMS AND TO SEND SAMPLES—SIMPLY WRITE

Permafiber Corporation

450 SEVENTH AVENUE NEW YORK 1, N. Y.

PAULIN PRODUCTS

NEW Self Sealing DRESS BANDS

Dresses look like new when delivered with a "Paulin Dress Band" around the waist. Neater more slender look with the added plus of your name on the buckle. Your choice of colors.

5,000	$2.60 M
10,000	2.40 M
25,000	2.20 M
50,000	2.00 M

Self Sealing HANGER COVERS

No messy glue, adhesive sticks without dampening. Paulin hanger covers are Whiter, Stronger, Tighter, Faster, Neater and *Cheaper*. Your Choice of message, color, etc.

ROLL-O-TROUSER GUARDS

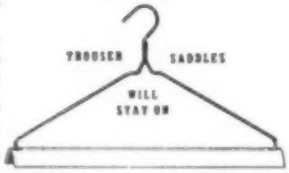
Reg. U. S. Pat. Office

Fit any type wire hanger—Easy to slip on—will stay on. Tubular design completely surrounds hanger cross bar, thereby providing greater added strength. Quickly applied and forms a permanent and rigid support for trousers.

Packed 2000 per carton, weight 16 lb. per M.

TROUSER SADDLES

Because of its "U" shape and extra depth, this guard will not tip or fall off the hanger even when garments are packed closely together on the cleaners racks.



Packed 3000 per carton, weight 16 lb. per M.

PAULIN PRODUCTS CO.

4444 Lawndale Ave. Lyons, Ill.

Insurance at COST!

for Thirty-seven Years

"Does your insurance pay you dividends?"

NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE
3820 Washington Boulevard, St. Louis 8, Missouri

PEOPLE AND PLACES

NORTH CENTRAL

The Peoples Cleaner, 112 Stephen St., Lemont, Ill., has been sold by Mrs. Lorraine Jarzynka to Jim and Doris Sierzchula.

Bruce Crawford Cleaners, 740 E. Main St., Danville, Ill., has opened a branch at 316 Liberty St., Covington, Ind. The owner, Ed Fonner, plans to install cleaning equipment at the Covington branch.

Jud Platz, owner of Town & Country Cleaners, 17 River St., Chagrin Falls, Ohio, has purchased an adjoining lot on which he plans to build a laundry addition.

Deluxe Cleaners, 406 Second St., Hudson, Wis., has been modernized with a new front and remodeled store. The business is owned by John J. Bauernfeind.

Wally Bjork has reopened his New London, Minn., drycleaning establishment in a new location.

Murrie Cleaners has moved to new quarters at 866 N. Western Ave., Lake Forest, Ill.

Victory Cleaners and Furriers, Indianapolis, Ind., plans to open a drive-in station in the new shopping center at 10th and Arlington.

Toggery Dry Cleaners, Montpelier, Ohio, has been sold by Mr. and Mrs. Kenneth Kuhlman to Mr. and Mrs. John Houtz.

Open house for the new Quick Cleaners, 105 E. Arnold St., Marshfield, Wis., was celebrated recently by partners Ralph Meyer and Dick Andraska. Mr. Meyer operates plants in Ripon, Plymouth and Loyal. Mr. Andraska will manage the plant.

Daily Cleaners, Pittsfield, Ill., operated by Earl McKenna, has installed a new cleaning unit and other equipment.

N. D. Patrick plans to open a drycleaning establishment in Jackson, Mo.

Arthur Wagemann has purchased Reiss Cleaners, Altamont, Ill., from Ben Reiss, and changed the name to Altamont Cleaners.

J. B. Skinner, owner of Klenrite Kleaners in Oakland City, Ind., has opened Duke's Dry Cleaners in the Parker Building, Winslow.

Second Street Cleaners, Cardington, Ohio, has been sold by Mr. and Mrs. Don Healea to John K. and Rhoda Mason.

A cleaning plant will be opened by A. C. Calhoun on Highway 24, Tess Corners, Wis.

Marlowe Cleaners, W. Washington, Iowa, has been sold by Harry Marlowe and Harry Mar-

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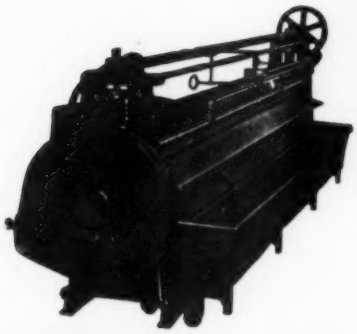


The Bertsch Rug Wringer

REDUCES
- Labor 70%
- Power 75%
- Dry Room Heat 80%
- Water use 75%

FACTS
- Heavier materials
- Better materials
- Delivers more pressure
- Extracts more water
- Lower machine cost
- Long life
- Less maintenance
- than other Wringers

BERTSCH & CO.

CAMBRIDGE CITY • INDIANA •

Iowe, Jr., to Mrs. R. C. Watson and her son, Ray Watson, Jr., an employee.

E & B Cleaners, Triumph-Monterey, Minn., has been sold by Bob Hageman to Arnold Nordby.

White Cleaners, 115 N. State St., Litchfield, Ill., has been sold by Ray White to Charles W. Ritter. Mr. Ritter had been associated in Ritter Cleaners, Pinkneyville, with his father, William Ritter, who will continue its operation.

Willard M. Cannan, president of the Cannan Company, Toledo, Ohio, has announced that the firm is building a new office and drive-in court adjacent to its plant at W. Woodruff Ave. and Putnam St.

Elmer M. Derr has sold Traer (Iowa) Cleaners to Don Wetlufer, owner of Triangle Cleaners at Cedar Falls and Me-Too Cleaners in Grundy Center.

Gossett's Cleaners and Furriers, Lincoln, Ill., has installed new finishing equipment.

Eklund's Cleaners, Twin Valley, Minn., has been sold by Lester Eklund to Roy Jaspersen.

Ace Cleaners, Shenandoah, Iowa, has moved to remodeled quarters at 111 N. Sycamore, Shenandoah, Iowa.

Royal Cleaners drive-in has been opened at Chicago and Madison Sts., Pontiac, Ill., by John H. and Josephine Ripsch.

Moore's Cleaners, 1932 Sterling Ave., Elkhart, Ind., has opened its fourth store, on Easy Shopping Place. Walter Medjeska, vice president, announced installation of new equipment at the main plant.

SOUTH WEST

York Blvd. Cleaners & Dyers, 4761 York Blvd., Los Angeles, Cal., is again being operated by the previous owners, Mr. and Mrs. B. E. Schultz, after a year's absence.

Mr. and Mrs. Bob Bell have sold their cleaning business in Holyrood, Kans., to Wayne Samuelson and Verne Erickson, who operate another cleaning establishment at Bushton.

The name of Howard Cleaners, 726 Foothill Blvd., Tujunga, Cal., has been changed to Ace Cleaners. The business is owned by Frances and Harold Metzger.

Brothers Pete and Frank Barrett have purchased Schreiber's Cleaners, 219 W. Main, Ada, Okla., from F. J. Schreiber, who is retiring. The firm is now called Barrett's Cleaners and Hatters.

Smith's Cleaners is the new name of Clayton's Cleaners, 842 Foothill Blvd., La Canada, Cal., which Ray A. Smith recently purchased from Clayton Ungles.

LANE

Baskets are Materially Better

Here's why

- **Over-size casters for easy running of any load**
- Full capacity bodies
- Hardwood bottoms—dual riveted—stronger than steel
- Heavy duck sleeves for holding body to frames
- Rounded bottom rivets for smooth surfaces
- Self-embedded rivets in duck prevent sharp cutting edges

Over-size casters on *all* Lane basket trucks for easy running under *any* load—that's why employees prefer Lane. All casters are securely lock-mounted on extra wide *longitudinal* shoes designed specifically to take the load—they last longer.

But did you know you can buy a *quality* Lane truck (caster for caster) for less than most other brand canvas trucks?

Investigate Lane baskets, hampers and trucks today and see for yourself why Lane is the standard of quality.

Clip the coupon below.

Lane

THE LANE BASKET TRADE MARK

W.T. LANE & BROS., INC. Poughkeepsie, New York

Please send me further information on Lane baskets, hampers and trucks.

Name .....

Company .....

Address .....

Town ..... Zone ..... State .....

My distributor is .....

When writing to advertisers please mention The NATIONAL CLEANER & DYER

SNA-PON...STAYS ON!

It's a fact! The patented construction of this special trouser guard assures its staying on the hanger. SNA-PON can't buckle or slip. Rigid tubular shape holds firm; die-cut ends prevent pivoting. And this deluxe advantage saves handling time—SNA-PON just snaps on! It is the answer to the need for a trouser guard that STAYS ON!

5 Assured Advantages

- 50% easier to thread!
- Snaps on any standard hanger
- Die-cut ends prevent pivoting.
- 2 rows of fibre bursts prevent slippage.
- Just slide on and press down.

SNA-PON is based for space saving storage. Each SNA-PON Guard is approximately ½-inch round—packed 2500 to carton. Carton size is 25" x 16½" x 16⅝". Shipping weight, 40 lbs.

Production at Capacity — Orders Filled as Received
Contact Your Jobber, Please

TILLERY CONTAINER CO.
6000 WILSON AVE — KANSAS CITY 23, MO

THERMOTEX

The Miracle Cover Cloth. Outwears—Outlasts—Outfinishes All Other Press Cover Cloth. Proved Best On Thousands Of Laundry & Dry Cleaning Presses, Outlasting Next Best Cover Cloth.

2 to 1

Order from
H. KOHNSTAMM & CO., INC.
83-93 Park Place, New York 7, N. Y.
11-13 E. Illinois St., Chicago 11, Ill.

you buy better quality but pay no more when you SPECIFY

DANDUX

baskets, trucks, hampers, extractor covers, bags

FROM YOUR DEALER

C. R. DANIELS, INC.
DANIELS, MD.
75 West Street, New York 6, N. Y.
549 W. Randolph St., Chicago 6, Ill.

Eddie's Cleaners has opened in a new plant at Palm City, Cal.

Clayton Lovelace has purchased an interest in Smith's Cleaners, Denver City, Tex., and has joined Walter and Estelle Smith in its operation.

Black and White Cleaners, 1530 Huntington Dr., South Pasadena, Cal., has been sold by Al Whittemore to J. W. Reid.

A drycleaning plant has been opened by Cecil Lovan at 418 Neosho, Burlington, Kans., formerly the location of Ross Bros. City Cleaners, which has been closed.

Quality Cleaners, Sherman Way, Canoga Park, Cal., has been taken over by Eddie Neff.

Moreland Cleaners, 910 Ave. D., Abernathy, Tex., has been leased by Mr. and Mrs. U. L. Moreland to Herman Lambert, an employee of the firm for seven years.

A branch of Owl Cleaners, Fresno, Cal., which is owned by James and Wayne Freeman, has been opened at 1320 11th St., Reedley, Cal., under the management of A. H. Ballard.

Courtesy Cleaners has been moved by Owner Jacques to newly remodeled premises at 738 B St., Sparks, Nev.

Thrift-D-Lux Cleaners stores have been opened in California at 538 Milling St., Lancaster, under the management of Stanley M. Roy; at 600 Whittier Blvd., Montebello, operated by Mr. and Mrs. Benjamin Ray; at 1718 N. Highland Ave., Hollywood, managed by S. H. and D. Davis, and at 1019 Fair Oaks, South Pasadena, Cal., by Ruth E. Seyler.

O. M. Cleaners, Burlingame, Kans., has been acquired by Mr. and Mrs. Owen K. Griffith from Mr. and Mrs. William Masters, Jr.

Aztec Cleaners has been opened by Miss Golden Cates at 508½ S. Atlantic, Monterey Park, Cal.

New distillation equipment has been installed by James A. Stewart at Avenue Cleaners, Karnes City, Tex.

Jack Poynter plans to install cleaning equipment at Gigantic Cleaners, 1407 Mission St., South Pasadena, Cal., which he recently purchased.

Frick Dry Cleaners, Ellsworth, Kans., has been sold by Robert Frick to Mr. and Mrs. Howard Timbers.

Roger Roemmick has purchased the half interest of Clarence L. Swanson in French Cleaners, 3 W. Pine St., Lodi, Cal. Mr. Swanson's son, Bruce, retains his half interest.

Greathouse Cleaners has been opened by M. H. Greathouse at Sudan, Tex., under the management of Hugh Preston.

Plans have been approved for a new laundry building for American Cleaners and Laundry, 3009 State St., Santa Barbara, Cal.

Mrs. Bernice Boyd has purchased a half interest in M & M Cleaners, Chase, Kans., from Melvin Shutt. The other partner is Mrs. Herb Jordan.

An expansion program started by Gordon Tillett at his Fair Oaks, Cal., cleaning plant will include doubled capacity, addition of new equipment, redecorating and landscaping.

Following damage caused by an out-of-control car, owner Lester Turner of Turner Cleaners has remodeled the front of

When writing to advertisers please mention The NATIONAL CLEANER & DYER

Resillo
PRESS PADS
• FLAMANEL (metal flannel)
• STANDARD • CHAMPION
• FOAMANEL (foam rubber-metal mesh)
• PERFEX • PERMOPADS
Made in exact accordance with press manufacturers specifications.
RESILLO COMPANY 2328 W. NELSON ST. CHICAGO 18, ILLINOIS
WORLD'S LARGEST EXCLUSIVE MANUFACTURERS OF METAL PRESS PADS

the building at 109 Locust, Sweetwater, Tex.

A business license has been issued to Williams Cleaners, 743 W. Commonwealth Ave., Fullerton, Cal.

A drycleaning plant has been opened by Tom Arnold at 2121 S. East St., Redding Cal.

Co-Ed Cleaners, owned by Cecil Denning, has moved to new quarters at 214-216 S. Second Ave., Dodge City, Kans. An expansion program included addition of new equipment.

Raye Hampton has moved Dependable Cleaners to premises in a new building on Pioneer St., Artesia, Cal.

Norris Cleaners, 713 Lubbock Rd., Brownfield, Tex., has been sold by D. O. Norris to F. A. Loudermilk. The new owner plans to install new machinery.

Diamond Cleaners has been opened in new quarters in Armona, Cal., by Mr. and Mrs. M. D. Partain.

Duncan Cleaners has opened a branch office at 715 Utah St., Hiawatha, Kans.

Thrift-D-Lux Cleaners has been opened at 1365 Foothill Blvd., La Canada, Cal., by Irving H. DuBoff.

A new boiler has been installed by Paul Armstrong at Paul's Cleaners, Erick, Okla.

NORTH EAST

The business name of Broadhead Dry Cleaners, 1900 Broadhead Fording Rd., Pittsburgh, Pa., has been filed by Achilles G. Desantis and Nicholas J. Rossi.

Mr. and Mrs. J. O. Hills, owners of Lexington Park (Md.) Dry Cleaners, which was destroyed by a recent fire, have reopened in a new location.

Mercury Dry Cleaners has opened a store at 747 Castleton Ave., West Brighton, N. Y., in a new shopping center.

Sanitary Cleaners has moved to larger quarters at 57 Elm St., New Canaan, Conn.

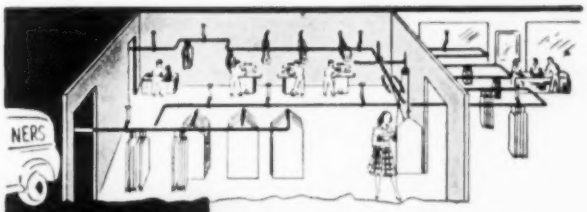
Real French Cleaners, Inc., Hummel's Wharf, Pa., has opened a branch store at 32 W. Fourth St., Williamsport. The firm, owned by Henry Borchardt, also has branches in Sunbury, Bloomsburg, Shamokin and Danville.

Dapper Dan drive-in plant has been opened at 77 S. Grove St., Freeport, N. Y.

Solomon's, Inc., Burlington, Vt., has bought the Machanic and Griggs drycleaning plant at 134 Ferguson Ave. Israel Solomon, president of Solomon's, Inc., said both plants will be operated under that name.

Pat Reale and Andrew Whiting, new owners of Modern Dry Cleaners, Court St., Glenville, W. Va., are remodeling and adding modern equipment.

Improve the Quality of Your Cleaning with a Manitowoc CONTINUOUS STILL
$398
F. O. B. MANITOWOC
Improve the quality of your dry cleaning and stretch solvent life by adding a Manitowoc synthetic solvent still to your present dry cleaning unit. Provides clean, pure solvent by removing solubles which a filter alone can not accomplish.
Has a capacity of 40 gallons per hour, and may be used continuously or for batch distillation. If you are converting your present synthetic unit into a 2 bath system (S.S.S.) this still is ideal for your rinse tank.
Manitowoc Synthetic
MANITOWOC ENGINEERING CORP. 512 - 16th Street Manitowoc, Wisconsin
PERCHLOR DRY CLEANING UNIT


SAVE UP TO 50% on HANDLING COSTS . . .
FREE BOOKLET SHOWS HOW!

FREE!
ILLUSTRATED INSTRUCTION FOLDER
Simple installation procedure shown step-by-step! Shows how you can install-it-yourself, using wrench and screwdriver.
CONTINURAIL
OVERHEAD RAIL SYSTEMS
FOR COMPLETE & PARTIAL SYSTEMS
• We provide the inexpensive patented fittings . . . priced as low as 75c each.
• You provide your own ¾" or 1" ordinary pipe.
• You install-it-yourself. No welding . . . No threading . . . No machining!
Free planning service!
MAIL COUPON TODAY!
Without any obligation to me, please send complete information on CONTIN-U-RAIL Overhead Rail Systems.
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White MACHINE COMPANY Inc.
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SCRUB-O-MATIC

garment scrubber

Eliminates the toughest job in the plant. Just dip garment in solution and pass through brushes. Better than hand scrubbing. Does up to 80 garments per hour. White porcelain tank. Write for catalog and prices.

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Makes, marks, cuts, ejects and stacks tags in split-second operations. Fast identification for large lots. Uses Tag-O-Lectric Fiberoll. No waste, no loose tags. Indelible, ribbonized marking.

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STOP COSTLY MIX-UPS ON MULTIPLE ORDERS!

TWIST-EMS

The Original

Hanger Tie

Clean Clothes Last Longer... Clean Clothes Last Longer... Clean Clothes Last

Eliminate time and money consuming delays, driver mix-ups, inconveniences, claims, etc. with TWIST-EMS Hanger Ties. Just a quick twist-of-the-wrist and GROUP ORDERS are LOCKED into a SINGLE, SECURE UNIT.

These handy, wire re-inforced paper tapes are *faster* and *easier* to use than cord or other tying methods, and their colorful, attractive appearance pleases customers, too!

GERMAIN'S SINCE 1871 TWIST-EMS DIVISION

Ask your Supplier or write for Free Samples and new LOW Prices. Include Name and Address of your Supply House.

GERMAIN'S, INC., TWIST-EMS DIV.

Dept. N-5, Los Angeles 21, California

Pittsburgh Dry Cleaners has been opened at 618 Wood St., Wilkinsburg, Pa.

William Weisbecker has reopened Weisbecker Cleaners at a new drive-in location on Vine St., Hammonton, N. J., and installed a new cleaning unit.

Glo-Tone One-Hour Cleaners, Elm Grove, W. Va., has been incorporated by Paul G. and Phyllis J. Yochum, and Fred A. Hall.

Charles and Mary Ann Belec have filed a business name certificate for Wirant Dry Cleaners, 3930 Willow Ave., Castle Shannon, Pa.

Peter A. Harris, owner of American Dry Cleaners, Allentown, Pa., has moved to new premises at 1702-16 Allen St.

Kent Cleaners, Whitestone, N. Y., has leased a store in the new Greater Pomonok Shopping Park, Kew Gardens Hills, N. Y.

A permit to operate a drycleaning plant at 29 E. Eagle Rd., Oakmont, Pa., has been granted to Joseph and Hilda M. Kennedy.

Lambrino's Dry Cleaners, 47 E. Bridge St., Oswego, N. Y., has been sold by Mrs. Harry G. Lambrino to the plant manager, Steve Delia.

Honey Brook (Pa.) Cleaners, E. Main St., has been opened by Eugene Wheeler, Jr.

SOUTH EAST

Kings Cleaners has been opened by Edward King at 457 Hagins St., Rock Hill, S. C.

Model Cleaners, Milton, Fla., has installed some new machinery.

Belmont (N. C.) Cleaners, Inc., 110 S. Main St., has been bought by Haldean Jenkins and George and Graham Rumfelt.

Lee's Dry Cleaning establishment, Somerset, Ky., has been sold by Lee Vaughn to Douglas R. Holmes.

Rhodes Dry Cleaners and Laundry, Inc., Bassett, Va., has been incorporated by Glenn and Belva D. Cochran and Lucy H. Holt.

Eastman (Ga.) Dry Cleaners has been purchased by Jack Rawlins and John B. Parkerson from J. H. Skinner.

The plant of Walkers Tailors & Cleaners, 1401 N. Cherry, Winston-Salem, N. C., is being expanded and remodeled.

C. H. Neal has been granted a license to operate a drycleaning establishment at 779 S. Sixth, Memphis, Tenn.

Best Cleaners, Marshall, Ark., has been sold by Russell Falls to Bob Earhart and R. F. Hedden.

Gresham Cleaners, Liberty, S. C., has been purchased by B. M. Bull.

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For quality pressing—better fabric finishing always use Stadham products. They're longer wearing . . . produce more quality work economically . . . cost less. A style for every type and make of press or puff iron.

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COMPANY, INC. • HEXAGON DIVISION
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Model Dry Cleaners, Blountstown, Fla., has been purchased by Joe Thagard.

Cornelius R. Williams has installed all new equipment at Paris Cleaners, E. Fifth St. and Woodland Ave., Winston-Salem, N. C.

Edmonton (Ky.) Dry Cleaners has been sold by Walter Sullivan and Frank Garmon to brothers Arley and Clavis Wilson.

An open-house party was held by Mr. and Mrs. A. L. DeLoach for the opening of their Quality Cleaners at 1203 Natchitoches St., West Monroe, La.

Winter Garden (Fla.) Cleaners has been sold by Mrs. Clyde Booth to R. L. Adams, who will operate as Adams Dry Cleaners.

Burnette Cleaners, Mocksville, N. C., has been bought by Harvey E. Benifield.

William LaVelle, operator of LaVelle's Dry Cleaning and Laundry, Main-Cross St., Warsaw, Ky., has purchased the Elite Press Shop. He plans to consolidate the two operations and add new equipment.

Fambrough's Cleaners & Laundry, Monroe, Ga., is observing its twenty-ninth anniversary.

Trailway Cleaners, Inc., Boone, Ky., has been incorporated by Hugh B. Hagaman, Eber Sherrill and Grady Wilson.

NORTH WEST

A drycleaning establishment has been opened in Callaway, Neb., by Mr. and Mrs. Weston Peer.

Bob Cummings has purchased the interest of Kenneth Retherford in Quality Cleaners, Burns, Ore., and will be an active partner with Avel Diaz.

The plant of White Cross Cleaners, 22 Fourth Ave. S.E., Aberdeen, S. D., has been completely remodeled and reopened after a recent fire. The business is owned by Del Dawson.

Mr. and Mrs. Hugo Ford have purchased Oregon Cleaners, Redmond, Ore.

New drycleaning equipment has been installed by Robert Chapin, owner of Keep-U-Neat Cleaners, Emmett, Idaho.

Midway Cleaners, 105 Washington Way, Longview, Wash., has been sold by Mike Novack to Al B. Noe.

Leonard's Cleaners, Bassett, Neb., has been sold by Mr. and Mrs. L. G. Leonard to Elmer Sharp, a plant employee and previous owner. The business has been renamed Sharp's Cleaners.

New Method Cleaners, Empire, Ore., has been sold by Don Pratt to Mr. and Mrs. Farris Fryer.

Adams the Cleaner has been opened on Highway 99, Lynwood, Wash.

FANS

ATTRACTIVE PRICES ON ALL MODELS

Send your inquiry for specific models interested in

Also available:

GARMENT RACKS
and
FLUORESCENT FIXTURES

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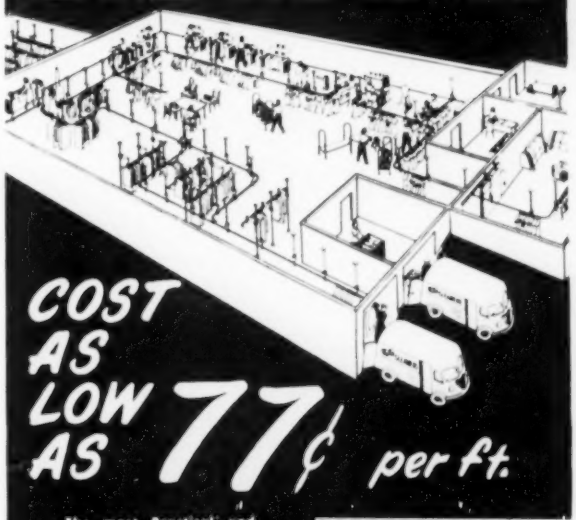

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It illustrates proper hose installation as well as the various types of hose units available for pressing machines. And if your requirements are special, let us know and we'll try to help you.

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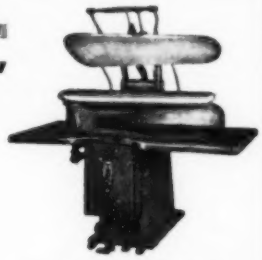
NOW "The CONVAIR"

Converts your old, slow-moving Foot-Press into a fast, efficient Air-Operated Press for only $300.



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880 BROADWAY NEW YORK — 3

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Clyde Durkee has sold his drycleaning business at 2029 Jefferson, Milwaukie, Ore., to Mr. and Mrs. Otha A. Jones, who also operate a plant at Portland.

City Cleaners, Ashton, Idaho, has been sold by Leo and Margaret Hammond to Ted and Argenta Taylor.

Modern Cleaners, Fifth and Adams, Camas, Wash., has been sold by Ralph and Tom Conway to Mr. and Mrs. Les Bowers.

Mr. and Mrs. Morris Corderman have leased a drycleaning plant being constructed by Darrell Allsup on Oak St., Brookings, Ore.

DOMINION of CANADA

Thomas Birmingham, owner of Birmingham's Cleaners, 10 Water St. N., Galt, Ont., is celebrating the twentieth anniversary of the business.

A. Parker and Sons Limited will open a drive-in plant in a new building at Main and Walnut Sts., Hamilton, Ont. According to Robert Parker, the firm planned to complete the move from its present site on King St. E. by June 1.

Wimbridge Cleaners has received a permit to operate a drycleaning plant in Richmond Hill, Ont.

Harry Wisler plans to open a drycleaning business on Main St., Chesley, Ont.

Star Cleaners has opened a new drive-in plant at 188 Highland Rd. W., Kitchener, Ont.

OBITUARIES

Walter E. Blair, assistant to the president of Solvay Process Division, Allied Chemical & Dye Corporation, died suddenly on March 23 while vacationing in Sarasota, Florida. A graduate of the University of Wisconsin in 1912 with a degree in chemistry and science, Mr. Blair was associated with the company throughout practically his entire business career. He had held positions as director of sales and manager of the product development department before being appointed in July 1952 to the position he held at the time of his death. Interment took place in Winona, Minnesota, on March 27. Mr. Blair is survived by his wife.

Cornelius L. Bradford, 73, founder and operator with his three sons of Dreswel Dry Cleaners, Grand Rapids,

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Michigan, died recently. He was a member of the National Institute of Drycleaning, the Gideons, the Chamber of Commerce and the Christian Business Men's Association. In addition to his sons, he is survived by six grandchildren.

Harry F. Brooks, 46, operator of a drycleaning plant at Florin, Pennsylvania, died recently of a heart attack. He is survived by his wife, a son, four daughters, a brother and six sisters.

Rufus W. Clark, 76, prominently identified with the chemical and drycleaning industries for 48 years, died April 2 in Detroit. Mr. Clark, after completing his studies at the University of Michigan, attended Philadelphia Textile School and upon graduation in 1899, joined Theo. H. Eaton and Son, Detroit. He soon became a partner of Mr. Eaton, and following the latter's death in 1910 the firm name was changed to Eaton-Clark Company. Mr. Clark served as president from 1911 to 1920, and as chairman of the board from 1921 until his retirement in 1947, when the business became Eaton Chemical and Dyestuff Company.

In Mr. Clark's earlier days he called upon drycleaning plantowners throughout the United States, and was personally known to many who are still active in the industry.

Marshal P. Fleming, 67, former owner of Fleming Dry Cleaners, Lynchburg, Virginia, died recently after a brief illness. He is survived by his son, two brothers and a sister.

William Lugsch, Sr., 60, owner of Lugsch Cleaners in Glenwood, Iowa, died March 27 after a long illness. He was a member of the National Institute of Drycleaning and the American Institute of Laundering, a past president of the Glenwood Chamber of Commerce, a member of the Glenwood Rotary Club, the Knights of Pythias and Odd Fellows, a charter member of the War Dads, and played in the municipal band. Mr. Lugsch is survived by his widow, a son, a daughter, a brother, two sisters, two half-brothers and three grandchildren.

Harry Plotnick, 69, owner of Fashion Cleaners, East Los Angeles, Los Angeles, California, died recently.

Roy L. Givens, 54, owner of Roy's Cleaners, Seattle, Washington, died March 25 after a long illness. He had

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To BUY...To INSTALL
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The original cost of Viking pumps is surprisingly low for the work they are built to do.

Installation cost is away down. Their simplicity and adaptability lend themselves readily to quick and easy installation.

Power requirements are exceptionally low. Long, dependable life assures economical use.

Simplicity of parts makes easy servicing after long usage or hard service.

Ask for the genuine Viking when in need of rotary pumps. Be sure . . . be safe with the original Viking pump . . . continuously built, sold and serviced for 57 years. Ask for free bulletin 804Q today.

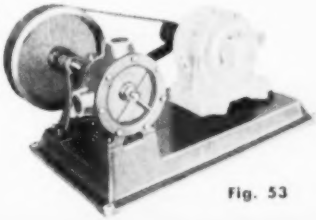


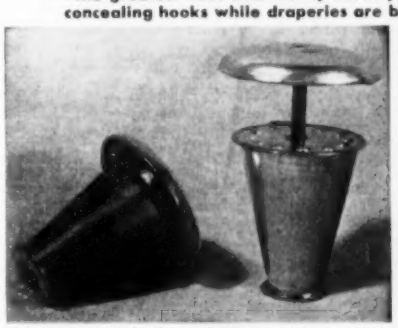
Fig. 53

VIKING AN HONORED NAME IN PUMPING

See Our Catalog in SWEETS

Viking PUMP COMPANY Cedar Falls, Iowa

CASH IN ON DRAPERY SEASON WITH
The Anderson EASY-LOCK Drapery Protector
—the greatest Time and Money saver yet devised for concealing hooks while draperies are being cleaned



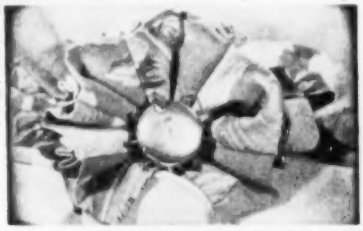
How It Works—

Top is pulled up and with a simple twist locks open. Drapery hooks are slipped into holes without scratching fingers or damaging drapery material. After hooks are inserted—a twist of the top and the heavy duty spring pulls cover down tightly.

← Shown open and closed

Hooks locked in—↓ ready for cleaning

Takes up to 12 hooks, and when ready for the cleaning process each hook held tightly in place — material cannot be damaged. After cleaning, pull top up — twist and it locks open and hooks come out easily. Money back guarantee—order a dozen today.



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check must accompany order

$12.00 a doz.

NOW MORE RUGGED and PLATED AGAINST RUST

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd., W.E. Jamestown, N. Y.
Gentlemen,
Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for $12.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.
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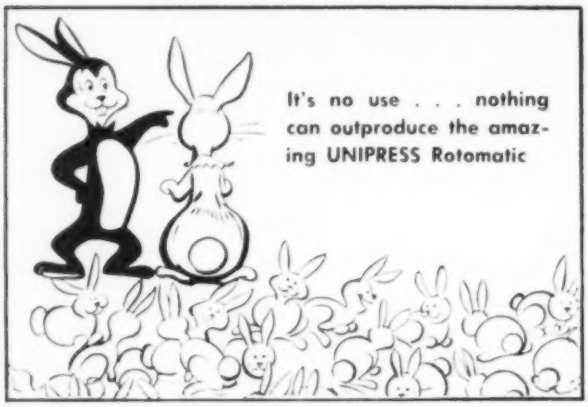

been vice president of the Lake City Lions Club. Surviving are his wife, two sons, two daughters, his mother and two brothers.

Abraham Rosenthal, one of the founders of the Quality Products Company, Chicago, Illinois, passed away suddenly on March 13.

MEETINGS SCHEDULED

May 1, 2 and 3—Dry Cleaners Association of the **Dakotas**, Annual Convention, Sherman Hotel, Aberdeen, South Dakota.

May 8 and 9—Laundry Owners and Dry Cleaners Association of **Montana, Southern Alberta and Northern Wyoming**, Annual Convention, Placer Hotel, Helena, Montana.

May 14, 15 and 16—Pacific Northwest Launderers and Dry Cleaners, Annual Convention, Hotel Vancouver, Vancouver, B. C., Canada.

May 29, 30 and 31—California Drycleaners Association, Annual Convention, Hoberg Hot Springs.

June 5 and 6—Oregon State Dry Cleaners Association, Annual Convention, Gearhart Hotel, Gearhart.

June 18, 19 and 20—Eastern Canadian Laundry and Dry Cleaners' Association, Annual Convention, Muskoka Beach Inn, Muskoka, Ontario.

August 22, 23 and 24—Virginia Association of Launderers and Cleaners, Annual Convention, Roanoke Hotel, Roanoke.

September 20, 21 and 22—Dry Cleaners Institute **(Ontario)**, Annual Convention, Royal York Hotel, Toronto, Canada.

September 24, 25 and 26—Pennsylvania Association of Dyers and Cleaners, Annual Convention, Bellevue Stratford Hotel, Philadelphia.

October 9, 10 and 11—American Institute of Laundering, Annual Convention and Exhibit, Shrine Convention Hall, Los Angeles, California.

October 16 and 17—Idaho Laundry and Dry Cleaners Association, Annual Convention, Bannock Hotel, Pocatello.

November 6, 7 and 8—Ohio State Association of Cleaners and Dyers, Annual Convention, Biltmore Hotel, Dayton.

December 4, 5 and 6—Indiana Drycleaning and Laundry Institute, Annual Convention, Claypool Hotel, Indianapolis.

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PLIER-TYPE
HAND STAPLERS
Make GARMENT TAGGING faster, easier and safer . . . Saves you money by ELIMINATING garment loss.
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• Heavy duty type
• Uses Staple sizes, ¼" & 5/16"
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Add five words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

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Jackets and coats cleaned and redyed with the original softness and color retained. Send your garment to our analysis department and we will without delay send you a full detailed report including cost for necessary work.

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Petroleum solvent plant, very modern, with storage vault. 3 years old and growing in volume and popularity. 80% of volume cash-and-carry, over $24,000 last year. Cash-and-carry prices $1.25, delivery $1.50. We do no soliciting. We are located in the most beautiful town in Northwest. Rent $45 monthly, long lease, wonderful climate, good fishing and hunting. Photo furnished if interested. Price $24,000. Reason for selling, eyes failing. **ADDRESS:** Box 5328, **NATIONAL CLEANER & DYER.** -2

Modern, well-equipped dyeing, cleaning and laundry. Mostly new equipment. $87,000 to replace equipment. Four good trucks extra. Doing over $125,000 annually. ⅓ down. Any reasonable lease desired. Equipped to do $5,000 per week. City of over 500,000 population. Can be bought for $75,000. **ADDRESS:** Box 5346, **NATIONAL CLEANER & DYER.** -2

SOUTHERN ILLINOIS DRYCLEANING PLANT. Established over 30 years and doing wonderful business. Most modern equipment in excellent condition. Price $12,000. Building can also be purchased or long-time lease. Located near fishing, hunting and industrial area. Owner retiring because of health. **ADDRESS:** Box 5374, **NATIONAL CLEANER & DYER.** -2

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Drycleaning plant, established 33 years. $200,000 volume. Nearby city. Fully equipped plant, employs 45; 7 active truck routes; 2 spare trucks; 45% cash-and-carry; 4 branch stores; 1 agency; rug cleaning, fur storage; repairs; fine clientele; $115,000 plus stock. **APPLE COMPANY, BROKERS,** Cleveland, Ohio. 5400-2

MICHIGAN—RETAIL PLANT. Gross $170,000 in 1952. Well-established, latest equipment. Sanitone franchise. Centrally located in city of 187,000. Business, equipment, real estate, $45,000 will handle. Myron Gallagher, Genesee Realty, 417 Liberty St., Flint, Michigan. 5401-2

One fully equipped plant with 4 presses and 1 hot head, 30 H.P. boiler and all other equipment for drycleaning; also 1—1951 Chevrolet panel and a large stock of cleaning supplies. Volume for last year was $26,000. Priced for a quick sale only $12,500. Nu-Way Cleaners, Cullman, Alabama. 5402-2

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LEADING DRIVE-IN PLANT (SOLVENT) IN FASTEST-GROWING TOWN IN WESTERN PENNSYLVANIA. WHOLESALE AND RETAIL. VERY SUCCESSFUL OPERATION. BUILDING AND EQUIPMENT IN VERY GOOD CONDITION. WILL SACRIFICE. ADDRESS: Box 5428 NATIONAL CLEANER & DYER. -2

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Complete solvent plant, motor-driven. Old well-established business in Southwest in county seat, 20,000 population. One-story concrete building, located in large copper mining town. Golden opportunity for man and wife. Owner is getting old and wishes to retire. Cash-and-carry prices $1.25, delivery $1.50. We do no soliciting. 90% of business cash-and-carry. Yearly volume $18,000 and can be doubled. Wonderful climate in second fastest growing state in nation. **ADDRESS:** Box 5443, **NATIONAL CLEANER & DYER.** -2

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For Sale:—Well-established cleaning shop. Priced at $8,000. All modern equipment. County-seat location. Reason for selling, have interest in Alabama. Gwin The Cleaner, Goldthwaite, Texas. 5450-2

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MODERN CLEANING PLANT WITH RUG CLEANING DEPARTMENT, IN WESTERN PENNSYLVANIA. VOLUME $50,000. WITH REAL ESTATE $55,000, WITHOUT $35,000. ADDRESS: Box 5473, NATIONAL CLEANER & DYER. -2

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WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. **BUYERS WAITING—LIST YOURS. RICHARD J. MULLER**, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1

FOR LEASE

FARMER CITY, ILLINOIS: Modern Stoddard solvent plant for lease June 1st. New Butler cleaning equipment just installed. Reason for leasing is due to owning two plants. A money-maker for right party. Gross about $25,000. Leased on percentage of business or will pay to manage plant. Write or contact: Modern Cleaners, Clinton, Illinois. 5460-20

FOR LEASE with option to buy established business. New Gross equipped plant, weekly capacity $2,500—$3,000. Percentage or flat rate basis. Required $2,500 security. Located Albany, N. Y. Population 140,000. Drawing power 400,000. Three hours from New York City. **ADDRESS:** Box 5436, **NATIONAL CLEANER & DYER.** -20

HELP WANTED

Tailor or tailor-presser to take complete charge of alterations and repairs in modern cleaning plant in upstate New York. This is a steady job for a good steady worker. **ADDRESS:** Box 5305, **NATIONAL CLEANER & DYER.** -7

COMBINATION CLEANER AND SPOTTER ABLE TO INSTRUCT, WORK AND SUPERVISE IN CLEANING DEPARTMENT. GOOD FUTURE FOR TOP MAN. EDWARDS CLEANERS, PORTSMOUTH, OHIO. 5356-7

Wool presser, capable of taking over complete charge of wool finishing department, must be willing to instruct new help when necessary. This is a good proposition for willing, capable person. Plant in upstate New York. DeLuxe Dry Cleaning Co., Batavia, N. Y. 5362-7

SALES MANAGER for chain store drycleaners and launderers with over 50 stores located in Metropolitan New York City area. Position involves supervision of all store operations of entire chain. Applicant should possess good organizational ability and the ability to handle personnel successfully. Applicant should have had experience directing the activities of a large sales force, preferably in the retail field. Salary $10,000 per year or more, commensurate with ability. Write stating all qualifications and personal data in detail. **ADDRESS:** Box 5371, **NATIONAL CLEANER & DYER.** -7

Drycleaning production foreman or superintendent. Large, well-established, quality laundry-drycleaning organization, located in Connecticut. Kindly give full details as to educational background, personal and work history. State salary desired. **ADDRESS:** Box 5410, **NATIONAL CLEANER & DYER.** -7

WORKING FOREMAN for finishing department of an expanding plant to take charge of training new personnel and setting up work flow. A rare opportunity with a progressive cleaner for anyone looking for a future. Edwards Cleaners, Portsmouth, Ohio. 5457-7

COMBINATION SPOTTER for small quality plant. Must be sober and reliable, able to assist manager. Steady job. State qualifications in first letter. Starting salary $80. **ADDRESS:** Box 5458, **NATIONAL CLEANER & DYER.** -7

HELP WANTED (Cont'd)

Spotter, cleaner, presser for established laundry installing own cleaning plant. Small town on Puget Sound, Pacific Northwest. **ADDRESS:** Box 5467, **NATIONAL CLEANER & DYER.** -7

Experienced quality silk spotter with complete knowledge of all plant operations and able to instruct others. Excellent opportunity. York City Laundry Co., 30 E. King St., York, Pa. 5478-7

DRYCLEANER AND SPOTTER, experienced, steady, reliable, for new, compact, quality naphtha plant. Good working conditions, vacation and bonus. Albany, N. Y. **ADDRESS:** Box 5484, **NATIONAL CLEANER & DYER.** -7

SPOTTER, all-around, for small quality plant. State qualifications in first letter. Albany, N. Y. **ADDRESS:** Box 5485, **NATIONAL CLEANER & DYER.** -7

FOREMAN-SUPERVISOR—To take charge of women pressers. Some cleaning experience necessary. Steady employment. Good opportunity. Michigan Cleaners, 1339 W. 63rd Rd., Chicago, Illinois. 5487-7

SITUATIONS WANTED

POSITION WANTED: Does a capable, dependable man with the following background fit into your operation? Twenty-five years' experience specializing in petroleum solvent cleaning, spotting and management. Thorough knowledge of costs, methods and incentive plans. Employed for years as superintendent of a $500,000 annual volume plant. Now employed as manager of quality retail plant. Prefer New York or New Jersey, but other locations considered. Address: Box 5377, **NATIONAL CLEANER & DYER.** -5

Silk spotter capable in all phases of cleaning plant operations. Can train new help. Family man, non-drinker. 16 years' experience. Will consider trial period. **WRITE:** Box 5468, **NATIONAL CLEANER & DYER.** -5

Silk Spotter, Hubbard graduate in drycleaning, spotting and wet-cleaning, knowledge of latest processing and skill to produce quality work. Salary $85 per week to start. Julius C. Moore, 497 Perry St., Apt. 5, Buffalo, N. Y. 5477-5

Expert silk spotter, drycleaner, A-1 all-around man. Can give you quality and production. Age 44, 24 years' experience. Salary $100. Desires steady position. Good references. **ADDRESS:** Box 5465, **NATIONAL CLEANER & DYER.** -5

Recent graduate general and management courses of NICD with six months' practical drycleaning experience and 15 years managing own retail and manufacturing fur business, supervising 15 employees at one time, available for supervisory or other work in foreign country or in United States. Age 44, widower, good health. **ADDRESS:** Box 5466, **NATIONAL CLEANER & DYER.** -5

MANAGER-SILK SPOTTER, NICD graduate, thoroughly experienced in all phases of drycleaning, training help, family man with children, wants steady position with future. **ADDRESS:** Box 5483, **NATIONAL CLEANER & DYER.** -5

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Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirotta Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Go in business for yourself—if you have some knowledge of drycleaning with sales or executive ability we have a proposition which will appeal to the most critical. Introducing—the revolutionary **LUSTERWAY DRYCLEANING METHOD**, which we franchise to the better cleaners. You must be able to stock merchandise, do your own billing, and be able to finance yourself. The earnings will depend entirely on your ability and effort put forth. Leading manufacturers' equipment is also available to our representatives, we finance term deals. A large number of leading drycleaning plants throughout the country are now using this method. Communicate with McCleary Associates, 448 No. Second St., Memphis, Tenn. 5388-14

Fast-expanding drycleaning machinery manufacturer of a complete line of equipment has several openings for direct representatives, particularly in large metropolitan areas. Salary and commission. Write stating experience and qualifications. All replies held in strict confidence. **ADDRESS:** Box 5414, **NATIONAL CLEANER & DYER.** -14

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BOILER BARGAIN—100 H.P. Farrar & Trefts boiler, oil-fired. Excellent shape, insurance inspection authorized operation at 125 lbs. Formerly used for laundry which has since been discontinued. Priced for immediate sale in place, or F.O.B. car. 4 Hour Dura Cleaners Inc., 1185 Jefferson Ave., Buffalo, N. Y.

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REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalogue or visit us. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y., Tel.: EV-9-6585.

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Sold our plant:—Have excellent Prosperity 6A for immediate sacrifice sale. A real good buy for any cleaner. Have 29 Acme visible, shallow-tray record cabinets complete with hangers. Uses 8" x 5" cards. On stands with casters. Brand-new and excellent for customer control or inventory records. Will sacrifice. Write or call: John Morrell, Elgin, Illinois 3000. 5451-4

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I want to buy enough good used machinery to outfit an entire drycleaning and launderette combination plant; 40 H.P. boiler with rotary burner, 5M Monel filter; 2 all-metal washers; 40" extractor; 4–25 lb. open-end washers; 8 presses (drycleaning and laundry); vacuum and **WHAT HAVE YOU? SHARPEN YOUR PENCIL** and write: Howard T. Hutchens, Modern Cleaners, Lakeland, Fla. (Will start construction July, will inspect machinery offered). 5403-3

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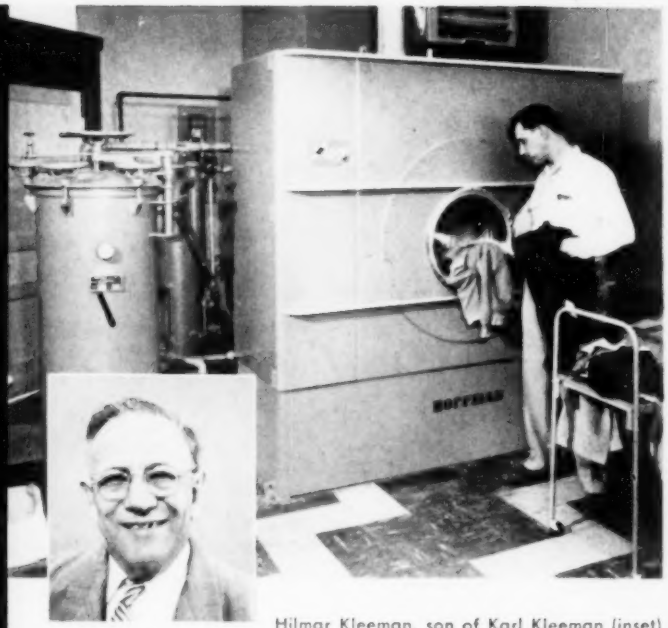
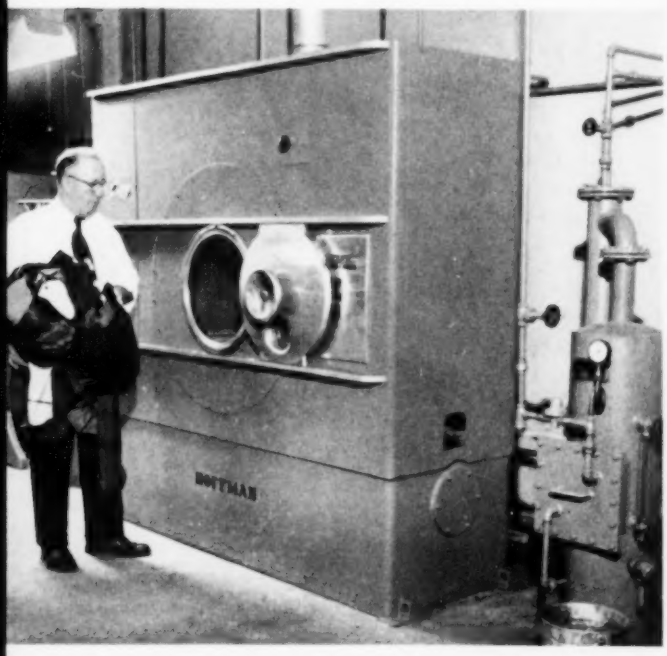
Down in Nashville, Tenn., Karl M. Kleeman of Town & Country Cleaning and Laundry expresses his "utmost satisfaction with our new Hoffman H-Jet IV-30 cleaning unit. It will always be a pleasure to recommend the Hoffman Jet-IV cleaning unit, and needless to say we are very pleased with the job that it is doing."

Another satisfied H-Jet IV user, George Fallon, president of Kamm's Cleaners & Dyers of Cleveland, writes, "I am sold on the new Hoffman Jet Cleaning Machine, because the quality of the cleaning is superior, I can see that Hoffman has put their best foot forward in offering such a remarkable machine for the trade.

For all the facts on Super Speed cleaning with the H-Jet IV, write for Bulletin A-931 which tells you how to get better cleaning, lower costs, increased production and greater profits with Hoffman's great new H-Jet IV, or contact your nearest Hoffman representative.



Hilmar Kleeman, son of Karl Kleeman (inset) owner of Town & Country Cleaning and Laundry, Nashville, removes work from the H-Jet IV. Mr. Kleeman finds that the H-Jet's 30-inch open-pocket cylinder does a "very thorough job."



George Fallon, owner and operator of Kamm's Cleaners & Dyers, Cleveland, prepares a load for his H-Jet IV. A Hoffman user for 17 years, Mr. Fallon refers to himself as "a well satisfied customer."

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